

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVI.

NEW YORK, FEB. 17, 1909.

No. 7.

Invidious Comparisons

It's a poor dub of a publisher who can't make a case for his own publication without sitting up nights to think of things to say about another paper.

It is so.

Nevertheless, the wide-awake advertiser who is trying to cover a definite field must of necessity weigh, balance and compare the claims and merits of the several publications in that field.

This isn't an apology for what I'm about to say. It's only an expression of the reason.

The *Topeka Daily Capital* celebrated the new year by passing the 30,000 mark on January 1—a truly remarkable showing for a city the size of Topeka—but not so remarkable, either, when you know the *Capital* and the position it has occupied in the state for 20 years. Kansas is one of the most hang-together states you ever heard of. It has more state loyalty to the square inch than most states have to the square mile. Consequently, while its progressive people by no means neglect their little local dailies—and there are some mighty good ones in the state, too—the progressive, wide-awake, go-ahead Kansan wants a real newspaper from the state capital, and he gets it in the *Daily Capital*.

The *Topeka Capital* goes to every post-office and to every rural free delivery route in the state.

Moreover:

With every advertising contract made during the year 1909, I will give an absolute guaranty that the Topeka Daily Capital has a larger paid circulation in the City of Topeka than has any other newspaper.

And double the circulation of any other newspaper on the rural routes in Shawnee and adjoining counties;

Furthermore, that it has in the state of Kansas (not including the City of Topeka) more than double the circulation of any other daily published in Topeka.

I will make this guaranty a condition of my contract with any advertiser and will establish the truth of these claims to the advertiser's satisfaction, or make no charge for his advertising.

I honestly believe that no daily newspaper in the country puts the general advertiser next to so great a buying capacity at so low a cost as does the *Topeka Daily Capital*.

Arthur Casper
Publisher.

Topeka, Kan., Jan. 11, 1909.
Write to me for any further information or consult the managers of my branch offices: New York—1306 Flatiron Bldg., J. C. Feeley, Chicago—U. S. Express Bldg., Justin E. Brown. Kansas City—Century Bldg., S. N. Spotts. Omaha—N. Y. Life Bldg., W. T. Laing. Marco Morrow, Director of Advertising.

TOPEKA DAILY CAPITAL

Do Men Wear Women's Clothes?

Not-cost per thousand copies, nor even cost per thousand *readers*, but cost per thousand *receptive readers* is the determining feature of advertising.

Every *established* competitor divides the value of your advertising by reducing your *receptive* market.

Once in a decade changing conditions produce a new receptive market. First one then another class develops new tastes and desires once unknown and still uncatered to. The first manufacturer who *does cater* to those desires holds the field so long as he gives "value received," and many a big business traces its first growth to the recognition of this condition.

Just now it is the farmer who has reached this stage of development. With an average income of \$250.00 a year *greater* than the average for the entire country, he wants necessities, comforts and luxuries once undreamed of and is ready to pay *cash*.

A few manufacturers, noticing this change, have gone after Mr. Farmer's trade—and are getting surprising results. Not farm implement manufacturers, understand, but makers of cameras, sewing machines, underwear, shoes and a dozen other necessities, comforts or luxuries sold either direct or through the dealer.

Last Fall a manufacturer of women's clothes used a little space in Standard Farm papers. Some folks smiled. "Do men wear women's clothes?" they scoffed. But this Spring the manufacturer is back with an increased appropriation! And he knows what he is doing. He is a twenty-year advertiser and uses only the mediums which *show proof*.

BUT WHAT'S THE MATTER WITH THE MEN'S CLOTHING MANUFACTURERS?

Why did "men's papers" pay on women's clothes? First, because the farmer is in a responsive mood looking for comforts not yet offered to him. Second, because farming is a co-operative business with husband, senior and the wife, junior partners; they consult and advise each other. The advertiser *knew* what he was doing.

But, Mr. Manufacturer, have you nothing to offer the man who buys made-to-measure suits for his wife? We would like to show just *one* progressive manufacturer that the farmer has something to offer *him*. We would like to show him what it means for once to get away from competition.

This data is based only on proven results—the results which have given the following papers their title of

Farm Papers of Known Value

The Ohio Farmer
The Michigan Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallace's Farmer
The Kansas Farmer

The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Home and Farm, Louisville
The Dakota Farmer, Aberdeen
The Oklahoma Farm Journal

We wish only to give the facts that you may be in position to judge them. May we send the last issue of "Standard Farm Paper Advertising?"

GEORGE W. HERBERT,
Western Representative,
1736 First Nat'l Bank Building, Chicago

WALLACE C. RICHARDSON, Inc.
Eastern Representatives
725 Temple Court, New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1896.

VOL. LXVI.

NEW YORK, FEB. 17, 1909.

No. 7.

SELLING HATS THROUGH NEWSPAPERS.

HOW THE GUYER HAT IS CAREFULLY
CLIMBING TO THE NATIONAL
FIELD BY MEANS OF NEWSPAPER
ADVERTISING—A SUCCESSFUL HAT
CAMPAIGN.

In last week's *PRINTERS' INK* an attempt was made to outline, for a manufacturer of hats, a magazine advertising campaign, together with a few suggestions about the necessary follow-up and other advertising incidental to the magazine advertising.

As the manufacturer inquired only concerning magazine advertising, other mediums, including newspapers, were not discussed.

A manufacturer of hats, or a manufacturer of collars or shoes, or practically any men's wear line, is likely to be confused at the multiplicity of mediums and plans that are presented or suggested for increasing his business, and, as a general rule, the new advertiser has many wrong ideas regarding the results to be secured from any given form of advertising.

PRINTERS' INK has often heard the statement that all forms of advertising are good, and, while this is probably true, a great many failures have been recorded because the manufacturer tried to make one form of advertising bring results it was not capable of bringing.

The manufacturer, whose inquiry was answered in last week's *PRINTERS' INK*, has a distribution practically from New York State to the Pacific Coast, and, as his appropriation would probably not exceed six thousand dollars for periodical advertising, it would be

manifestly impossible for him to spread this amount of money over his entire territory in local newspapers.

The hat manufacturer, mentioned in this article, has conditions entirely different. His territory includes New England and only the largest cities of New England. He has no distribution throughout the remainder of the United States. It would, therefore, be as impractical for this hat manufacturer to advertise in magazines, without a distribution, in four-fifths of the territory they cover, as for the other manufacturer to use newspaper advertising in the small amount he would have to use it in his entire territory.

The Guyer Hat Company of Boston were persuaded by H. H. Walker, of Biggs, Young, Shone & Co., to advertise their trademark. Like other hat manufacturers, the Guyer Company manufactured several grades and qualities, and placed the jobber's or dealer's trademark or imprint in each hat. While their business has always been satisfactory, they felt that if the proper advertising plan should be adopted, they could not only greatly increase their business with present trade, but take on new territory rapidly.

The first step was the adoption of a trademark, next the work on jobber and dealer to insure against losing accounts because of the new trademark. Then followed the work on the consumer and the soliciting of new accounts through salesmen and by mail.

It was the advertising agent's contention that his plan would not lose any existing accounts; that it would secure a new account in each city of fair size in New England, and that it would

hold the trade for the retail dealer from season to season.

Says Mr. Walker, who is handling the campaign: "We determined that the one best way to cover New England was through the Boston newspapers. We have done this for several seasons with rather striking results. In two years the Boston business was doubled, and only one account was lost because we insisted on putting our own trademark in our hats.

"In the first place, however, we decided to put all our advertising expenditure into pushing the four and five dollar Kingflex hat. Previously the national weeklies had been used, and they had done *their* work very well, but the vital matter of distribution kept the Guyer people from making use of the results they got. Fifty or sixty per cent of the inquiries, from this national advertising, came from the dealers who were not carrying the line, consequently the consumer who had been interested and might have been made a purchaser was unable to buy Kingflex hats in most of the territory covered by these weeklies. It is entirely impractical to sell hats by mail, because a full line of sizes and styles must be in front of the buyer in order to give him perfect satisfaction.

"If the consumer got our booklet and we informed him of the nearest dealer, it frequently happened that this dealer was so many miles away as to make it absurd to ask an inquirer to go there.

"But, even if we asked some consumer in a city to go to a dealer in another part of the same town, it was impractical, for the man wanted his hat at once, without very much bother. We couldn't ask him to chase around a big city to get our hat. If he could not get it, he bought another hat; and in this way we figure that our magazine advertising sold hats for other people, wherever the national advertising reached territory in which the Guyer Hat Company was not represented.

"Up in New England, it was

different. There the Guyer people are very well represented, and we used alternating seven-inch triple-column and six-inch double-column ads, every other day, in season, to push derbies and straw hats.

"We issued a fine mail series and we go up well-illustrated and strongly written ads, which we sent to dealers in the shape of electros to be run at their own expense in local newspapers. The effect of the campaign was double, therefore, for the Boston news-

Kingflex

You want your hat to be becoming, of course. That is essential to your good appearance. Yet how hard it is to find in the average hat stock one that is really becoming.

It is different with the new

Self-Conforming Kingflex Derbies

because of their built-in style, variety of shapes and perfect fit.

You can get a Kingflex that looks exactly as though it was made especially for you and you won't need to hunt through the whole stock.

Kingflex Derbies have a quality that keeps them looking new after long, hard wear, and they fit perfectly because they are **flexible** just where they touch the head—conform to the shape of your head even when you move.

Any year has money for a Kingflex Derby.

The price is only \$4.00

THE GUYER HAT COMPANY
163 Hampden Street, Boston, Mass.
Originators of the Self-Conforming Hat

ONE OF THE NEWSPAPER SERIES.

paper space made a strong general impression, and the dealers' local ads localized the interest and cashed it in at the store.

"The mail series was particularly effective in landing new dealers. We spent much time and effort on this mail series, sending out a first lot to seven or eight hundred dealers and succeeded in stocking 165 dealers by means of this one series. This shows how strong the effect of our newspaper campaign was.

CHANGE OF DATE
OF CLOSINGThe Ladies' Home
Journal
ADVERTISING FORMS

Beginning with the May, 1909, issue, the advertising forms of THE LADIES' HOME JOURNAL will close on the 5th of the second month preceding date of issue, instead of the 8th, as heretofore.

Proofs will be shown, when requested, on all complete copy reaching our Philadelphia Office on or before the 5th of the month. On copy received and accepted after that date, proofs cannot be shown for revision, and insertion can be made only at advertiser's risk.

This change in date is made necessary by the constantly increasing size and circulation of THE LADIES' HOME JOURNAL, and because of our mechanical necessities in issuing, of THE LADIES' HOME JOURNAL and THE SATURDAY EVENING POST, a total of more than six million (6,000,000) magazines each month.

ADVERTISING
DEPARTMENT

The Curtis Publishing Company
E. W. SPAULDING, Advertising Director
Philadelphia

NEW YORK: 1 Madison Avenue, - E. W. HAZEN
CHICAGO: 809 Home Insurance Building, WM. BOYD
BOSTON: Barren Hall, - - - A. B. HITCHCOCK
PHILADELPHIA: - - - C. D. SPAULDING

They were practically *waiting* to be asked to sell our goods, and when we showed them the further co-operation we were offering to dealers to help sell the goods, it naturally appealed to them.

"This Spring merchandising conditions have changed through labor troubles, which made it advisable to move the factory to Philadelphia, where larger equipment than ever is now at work to produce many more hats than before.

"To sell these hats we are now planning, for one thing, to issue what we consider one of the strongest and most important mail series ever issued. These mail pieces are original and striking in their art work, as well as their copy, and are going to be campaigned vigorously.

"We are going to cover *every dealer in the United States*, and cover him very thoroughly, too.

"As fast as we open a city our newspaper advertising starts and trade is sent **AT ONCE** to **EVERY** dealer handling our line. It is easy after that to secure as many additional dealers as we desire in the city.

"In this way, we hope to make a *really national market*, within a reasonable time, and then we plan to become large *national* advertisers. Then we will go into the magazines of national circulation in addition to our newspaper advertising."

This campaign for the Guyer hat is a particularly good illustration of a small advertiser, with a concentrated local market, who is gradually being led by successive steps of effective advertising to the magnitude of an established national advertiser, and illustrates also the power of the newspaper in building up advertisers for the national field.

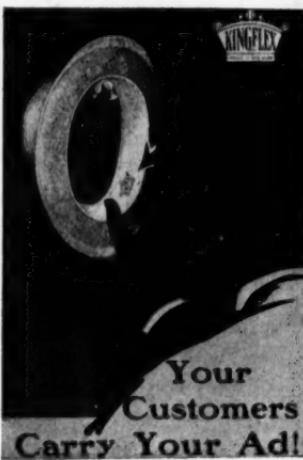
There are at present only about fifty men's wear manufacturers doing advertising of any sort, while there are over 200 men's wear manufacturers in New York City alone, to say nothing of many hundreds elsewhere.

Why are not more of these manufacturers advertising? It is

probably not because advertising men fail to canvass them, but very likely because they are afraid of two things—objections from dealers to trademarking, and costliness of advertising as they see it.

The fact that trademarking lost **only one** dealer for the Guyer hat eliminates the first objection, and the very inexpensive and concentrated way that newspapers were used to double the business in two years certainly ought to prove the cash business value of newspaper advertising to hundreds of manufacturers.

The smallest manufacturer in existence could start by using one



A MAIL SERIES TO DEALERS
newspaper in one town, and increase his distribution and sales rapidly and surely.

Who can get away from the logic of the business proposition to spend \$400 per season in newspapers to double a \$10,000 business? Who wouldn't spend \$800 to increase the volume of business by \$10,000? And yet here are the facts proving that it was done, and the way is clear for anyone to do it again.

Harry G. Atkinson, who has for the past year been in charge of the newspaper contract department with the George Batten Company, and who previous to that was known as a worker in the special agency field, has resigned his position with the Batten Agency, to take effect February 15.

THE Chicago Tribune announces that its Lincoln anniversary number, issued on Sunday last, "was the largest metropolitan newspaper ever printed in the United States," containing 194 pages and carrying 650 columns of reading matter and 704 columns of advertising.

The excellent Tribune is mistaken. The distinction claimed still belongs to The Twenty-fifth Anniversary Edition of The New York Sunday World, published on Sunday, May 10, 1908. This number covered 200 pages of eight columns each and contained $666\frac{1}{2}$ columns of reading and $933\frac{1}{2}$ columns of paid advertising. Still, we welcome the esteemed Chicago Tribune to second class.

THE WORLD.

"FIXED UP" PICTURES OF FACTORIES.

By R. Bigelow Lockwood.

A little two-story factory on a 50-foot lot can be made to look like a great manufacturing plant covering some steen acres—on the first page of the company's catalog, or a letterhead.

All it requires to turn the trick is an imaginative artist and a cast-iron conscience, and such artists have been busy at such tricks for many years.

To the initiated, the picture of a concern's factory or plant, as shown in their catalogue is taken with a pinch of salt. Of course, there are many permissible liberties which may be taken with the drawing or photograph in order to bring out various constructional features. But the tendency in this is often to go too far; to fabricate, distort the picture, play havoc with perspective and in some cases to border on the ridiculous.

The object of this article is not to knock too harshly, but rather to simply mention a few curious mistakes along these lines which have recently come before the writer's notice.

For instance, a catalog picked up the other day showed the concern's factory and home office. The cut had been made from a wash drawing and pictured a good sized plant, evidently in full operation, for smoke was pouring from the chimneys in dense clouds. It was clear that a strong wind was blowing, for a flag was standing out stiff from a flagpole. One of the chimneys was evidently back of the flag and the astonishing thing noticed was that, while the flag was blowing strongly in one direction, the smoke was drifting in exactly the opposite—against the wind.

Another picture showed a single track railroad running through the factory grounds. Two loaded trains were coming towards each other at full speed. It didn't take much to calculate exactly where they would meet.

Probably the artist responsible

would explain this by claiming that the switchman opened the switch and let the second train in after the picture was completed.

Another catalog showed a man entering the gate of the factory grounds. Strange to behold, this man cast a shadow in a contrary direction to every other shadow in the picture.

Still another illustration pictured a train rushing at full speed to what appeared certain destruction—as the track ran out on a dock and ended abruptly at the edge.

These few examples, picked at random, preach their own sermon.

Imagination often goes a long, long way, but it balks when opposed to the laws of nature and common sense.

COMING SPHINX CLUB EVENTS.

The Sphinx Club will hold its annual "ladies' night" at the Waldorf-Astoria on Feb. 23, in the grand ballroom. A particularly good musical program has been arranged.

Preparations are also being made for a big event on March 16th—the 100th regular dinner of the club. It will be held in the grand ballroom, and the subject for discussion will be "What Advertising Has Done for American Trade and Industry." The subject will be divided into three sections. Truman A. DeWeese, author of "Practical Publicity" and director of publicity for the Shredded Wheat Co., will begin the discussion of the subject, concerning its relation to the American manufacturer. W. R. Hotchkiss, advertising manager for John Wanamaker, New York, will discuss the subject as it relates to the retail merchant. Wm. Thompson, manager of the Kalamazoo Stove Company, will speak on what advertising has done for the consumer. Finally, Artemas Ward, of Sapolio fame, will wind up the subject.

The Sphinx Club is now in its thirteenth year—entering upon its "teens."



THE crazy hum of the machine in the sewing-room overhead—and the drawls of the shears on the cutting-table—which to the masculine mind spell chaos—these are the accompaniments of achievement. The real chaos was in the woman's mind weeks before. She was “thinking clothes” then. She sought *ideas*.

In the belief that suggestive *ideas* will be stimulated by turning our readers toward the advertising pages “*A Course in Scientific Shopping*” is being conducted by our Editorial department. For a long time we have guaranteed the reliability of our advertisements. Now, in this series, we show how advertised goods can be of better quality at lower prices. The result may be foreseen.

March: “The Advertising of Foods—Why the Manufacturer Who Advertises Should Be Encouraged.”

By Walter R. Hine

April: “The Commerce of Clothes.”

By B. W. Parker

May: “The Influence of Advertising as an Aid to Proper House Furnishing.”

By Ernest Elmo Calkins

June: “The Fun of Living and the Suggestions that the Advertisements Give Us.”

By Frank Presbrey

July: “How Advertising Helps to the Choice of a School.”

By Howard Williams

For advertisers in any line of enterprise this series will have permanent value. You can reach readers who are grinding into—not glossing over—their money spending. You can therefore make a greater impression upon them. The second article, “*The Commerce of Clothes*,” written by Mr. B. W. Parker, will appear in April *Good Housekeeping*.

The Phelps Publishing Company
New York SPRINGFIELD, MASS. Chicago

MAKING A CAFE FAMOUS BY ADVERTISING.

HOW MR. PATTON, OF THE CAFÉ L'AIGLON, FIRST SAW PRINTERS' INK YEARS AGO, ACTED AND CONQUERED WITH THE ADVERTISING IDEAS HE HAS GATHERED FROM IT.

By Paul Lewis.

Should you be in Philadelphia some day and decide to stay over the evening, take in a show, with a bite of supper afterward, and perhaps a cold bottle with a friend, you will naturally turn to the theatrical columns of some newspaper to see where you may be amused. At the top of the column, any paper, you will find an advertisement of the Café L'Aiglon, Chestnut and Fifteenth streets.

This ad and this successful café are the result of Proprietor J. G. Patton's looking over a copy of PRINTERS' INK years ago, and being impressed with the possibilities of advertising.

The ad will be far out of the run of ordinary restaurant advertising because it will convey a distinctive idea. It will suggest that here is a place to dine and sup that offers something novel and charmingly diverting, aside from the expected good cuisine, service and artistic surroundings.

Should it be to-day, you will learn that this is Oriental Week at the L'Aiglon. The decorative scheme, cuisine and menu cards are all Oriental in their make-up; there will be "dreamy, Oriental music until one in the morning"; and right there in the dining-room, to prepare your currie, will be Abou Nabue, a genuine, dark-skinned East Indian chef.

Next week it may be a Japanese garden with wistaria bowers and Jap things to eat and drink; or an Automobile Week with decorations, cards and souvenirs in keeping. Whatever it is, you can depend on it being novel, attractive, the real thing through and through and well advertised.

Some of the credit for his success in advertising, Mr. Patton gives to PRINTERS' INK, of which

he has been a reader for upward of twenty years.

"It was in the late eighties that I began to read the *Little Schoolmaster of Advertising*," said he. "At that time I was in the drug business in New York.

"I studied its pages diligently, and gained many ideas which were helpful to me in my advertising. And what was of still more value, it stimulated me to conceive ideas of my own and to employ new and novel methods. That is the great benefit derived from reading a journal like PRINTERS' INK. It not only gives you the benefit of others' experience and suggestions, but it makes



you see the possibilities in intelligent publicity."

Mr. Patton was connected with the Anheuser-Busch Brewing Co. for twelve years. For a time he was in the advertising department, and later was made Eastern representative. While with this concern, he originated, he believes, the first cut-out figures used in advertising. These were life-size, and were employed chiefly in window displays advertising Malt-Nutrine.

Some three years ago, Mr. Patton took over Stuart's Restaurant, in the Pennsylvania Building, at Fifteenth and Chestnut streets, and rechristened it the Café L'Aiglon. Although the location was superb and a fortune had been spent on the interior fittings and decoration of the restaurant, the place was, to use Mr. Patton's

own words, "badly in the hole." The cuisine, service and clientele were not what they should have been. The new manager diligently set about preparing for the advertising campaign which he had in mind even then. But first he would have something worth advertising.

He went abroad and studied the great restaurants of the world and their methods.

Then he imported the best chefs and the best help and the best orchestra he could get.

When the standard of cuisine and service had been raised to his satisfaction, Mr. Patton began to plan advertising to attract the clientele which his place deserved. Realizing the need of some one to carry out his ideas, he called in Percival K. Frowert, of the Frowert Advertising Agency, to whose efforts are due the attractive character of his ads and menu cards.

"The patronage of the L'Aiglon began to increase, but it didn't increase fast enough to suit me before our advertising campaign began," said Mr. Patton. "Folks who came were telling other folks that this was a nice place in which to lunch, dine or take supper after the theatre, but that means of spreading news is slow. You can reach so many more through the newspapers. But I realized that, in talking through the newspapers, we must have something to excite interest; something novel and entertaining.

"Philadelphia is somewhat different from New York. It does not have a large transient population, and we must depend largely on the same clientele. And, as variety is the spice of life, it is also the magnet of attractiveness. I resolved to give my people variety. Our first idea in this line was a series of National Nights. We had an American Night with patriotic airs in the musical programme, decorations in the National colors, and appropriate menu cards and souvenirs. We followed this with French nights, Italian nights, Spanish nights, German nights, and so on through the roster of nations, finally wind-

ing up with a grand International Week with all countries represented. The interest aroused by this innovation surprised us. We resolved to keep it up, and we have done so. It may interest you to know that last Summer I found it necessary to enlarge the café by extending a balcony entirely around the main dining-room, increasing the capacity to about 550 persons."

Since that first series of National nights, there has been always something doing at the Café L'Aiglon in the way of novelty and attraction. During the week following Easter the Mask and

**THIS IS
"Mask & Wig"
WEEK
AT THE
Café L'Aiglon**

*Special After-Theatre
Supper.*

**DANTRY SOUVENIRS
POPULAR MUSIC
COLLEGE DECORATIONS**

Christian and Filene's Sts.

**Thursday, Feb. 14
ITALIAN
NIGHT
AT THE
Café L'Aiglon**

Italian Cuisine, Italian Music, Italian Dances, Italian Souvenirs.

Table d'Hôte 6 to 8—\$1.50 per plate.

Italian Menu, Italian Menu of Desserts.

Christian and Filene's Sts.

Wig Club, the dramatic organization of the Pennsylvania University, gives its annual performances in one of the large theatres. It is a great social occasion. That is Mask and Wig Club Week at the L'Aiglon with college songs, college decorations and college souvenirs. The annual Motor Car Show brings Automobile Week with its peculiar features.

In Flower Week the café was literally filled with natural blossoms. Again thousands of dollars were spent to transform it into an authentic Japanese garden advertised as Yo-Shi-No. As an instance of the thorough way in which Mr. Patton backs up his advertising, he carried \$50,000 in insurance on the costly rugs, pictures and trappings which were introduced for Oriental Week alone. There is never anything shoddy about his special features. They must be the real thing. In

all his newspaper advertising, Mr. Patton is impartial between the leading papers. He uses all, and occupies the same space and position. The ads invariably measure 65 lines, single column, and consist of an attractive illustration with a few suggestive words concerning the innovations then to be seen. Here is what is meant by "suggestive words." In ordinary café advertising you see "excellent music" or "special music" or something like that. In the L'Aiglon advertising of Oriental Week is a line which reads: "Dreamy music till one in the morning."

That word dreamy, applied in the right place, suggests more than a page of description might do.

The illustrations are exceptionally good, too. An attractive girl is usually the *piece de resistance* of the picture, surrounded by details which convey the flavor of the special occasion advertised.

Menu cards and souvenirs are a specialty at the L'Aiglon—both are attractive, and, as a matter of fact, the cards are nearly as often taken for souvenirs as the favors designed for that purpose.

Perhaps this furnishing of desirable souvenirs is a wise move on Mr. Patton's part in more ways than one—a saving of silver, for instance. It is not necessary for folks to take the spoons to satisfy their craving for mementoes. Then every card that goes out is an ad bidding the taker return.

As the Café L'Aiglon has grown strong in its advertising, and the things it has to advertise, many other restaurants and hotels have followed suit by arranging special attractions and exploiting them through the newspapers.

The general results have been that the proportion of Philadelphians who patronize cafés and restaurants has greatly increased, and the number of interesting places they may frequent has grown correspondingly—a simple instance of how one leader in a given field of advertising may stir up a great movement of progressiveness.

HANSON BUYS BIRMINGHAM NEWS.

Victor H. Hanson, for twelve years advertising manager of the Montgomery (Ala.) *Advertiser*, has purchased a substantial interest in the Birmingham *News* and has become vice-president and general manager of the Birmingham *News* Publishing Company.

Mr. Hanson, who is well known in the advertising field, is the son of Major Henry C. Hanson, former publisher of the Macon *Telegraph* and Columbus (Ga.) *Enquirer-Sun*. •••

Clarence W. Fuller has been made classified advertising manager of *Collier's*, with headquarters in New York. Heber H. Smith will continue to have charge of the Western office.

We need one copy each of Printers' Ink for August 19th and October 28th, 1908, and are willing to pay a reasonable price to anyone who has these copies for sale.

CALKINS & HOLDEN
No. 250 Fifth Ave., New York

*The German Weekly
of National Circulation*

Lincoln Freie Presse
LINCOLN, NEB.
Circulation 149,281. Rate 35c.

Doctors' Auto-Number
55,000 Circulation

March 6, 1909; Forms close Feb. 24
Journal of the American Medical Ass'n
103 Dearborn Avenue Chicago, Ill.

If a judge is a kin to either party he is barred from hearing the case—of course.

In laying out an advertising campaign it might be well to call in some one who is not in any way affiliated with Publisher, Advertising Agency, Printer or Promoter; some one who has no temptation to steer you Signward, Magazine-ward, Newspaperward, Carward, or to overload you for the sake of commissions.

It is estimated that "\$100,000,000 is annually wasted in advertising." Who knows but this is largely due to too much relationship? A surgeon advises an operation. An architect should not own a brickyard. After all is said and done, the plan, scheme or conception is the only real important factor in advertising. Is your plan perfectly satisfactory? Let us talk it over and see.

JAY WELLINGTON HULL

Advertising Appraiser

600 Tribune Building, New York

Hulbert Building, Cincinnati

The Griddle

"There's nothing like a hot griddle for bringing out the true flavor of good meat."—Lucullus.

By Leroy Fairman

Cousin Henry, who has just returned from Chicago, says that the latest literary item in that capital of thought is that the Red Book Magazine will soon publish the memoirs of Evelyn Nesbit Thaw. The literati and illuminati of the universe will welcome this rumor with keen delight, and pray that it may prove to be more than rumor.

Mrs. Thaw, who enjoys the high distinction of being the only American authoress and poetess who did not write "Laugh, and the World Laughs with You," belongs to what might be termed the Elder Sisters of the literary craft. In bygone years her spirited but chaste contributions to the world of letters charmed and edified the American people. She did not belong to the frivolous and purposeless school of mere story-tellers of which William Dean Howells is perhaps the most typical living exponent—all her writings were animated by a lofty and unswerving purpose which could by no means be misunderstood. Her style is remarkably vivid, and her early life was of a nature calculated to clothe even her most casual efforts with a spirit and a vigor of a notably elevating character.

Of late her pen has been for the most part idle—due principally to her having been an unwilling witness to an unfortunate incident which occurred while she was seeking local color in this city, and which exercised a saddening influence upon her extremely sensitive nature.

It is indeed good news to learn that she has at last been induced to break her long silence, extending over a period of several weeks, and give the public another opportunity to profit by the richness and variety of her ripe experience. Mrs. Thaw's publishers

are to be congratulated, not so much upon their enterprise in being the first to induce this gifted personage to break the seal of her silence, as upon the influence for good which her work cannot fail to exert. It is especially desirable that the young, who form so large a percentage of our magazine readers, should have every opportunity to come into intimate contact, through her writings, with one who has done so much to mould the character and elevate the tone of American literary life and letters.

* * *

The centenary of Abraham Lincoln has naturally filled our newspapers and magazines with pictures and anecdotes connected with the life of the great President, and a considerable amount of advertising has made use of his pictures, his history and his personality. The other night I listened to quite an interesting discussion as to the propriety of using the memory of such a man as a peg to hang an advertisement on. Some said that it was not only in bad taste but absolutely indecent. Others saw no disrespect in it.

Personally, I see no reason why a great man should feel less at ease in a respectable advertisement than in the reading pages of a magazine, or in what way the sacredness of the memory of the dead is violated by pointing a business moral from his deeds and his virtues. To be sure, the purpose of advertising is to sell goods, which sounds like a rather mercenary proposition, but a magazine story is printed for no other purpose than to sell the magazine, and an automobile or a kitchen cabinet is just as clean and worthy a commodity in every respect. There is a distinction, I admit, but I don't think the use, in a re-

spectful and dignified way, of a great man in an advertisement, should make the living grieve or the dead turn in their graves.

It may be, though, that there should be a law against it for the protection of society against the advertiser lacking utterly in good taste and a knowledge of the commonest proprieties. I am moved to thus qualify my acquiescence in the custom under discussion by a contemplation—both long and wrathful—of a full-page Waterman pen ad in a Sunday newspaper. It was of the offensive "Lincoln and Us" type—fortunately rare. The underlying idea was that Lincoln freed the slaves and the South and We freed the slaves of the pen!

* * *

We have Scriptural authority for the futility of attempting, by taking thought, to add even one cubit to our stature, but it is a source of deep gratification to learn from many authentic sources, that we may increase or decrease our circumference at will. Since my sympathetic reference to this subject a few weeks ago, many friends have sent examples of fat and anti-fat advertising which they have clipped from here and there, and mighty interesting reading it makes. From the wealth of material at hand I have selected the accompanying advertisement of H. C. Bradford, of 20 East Twenty-second street, New York, as being most worthy of consideration, commendation and such immortalization as I can give it. Note the picture, please—actual photographs, as you can see—and contemplate the marvelous transformation which the good doctor has effected in a person who was, to put it mildly, just a leetle inclined to be robust. But this is not all. Others may reduce the too, too solid flesh, but where else can you show us another man who can reduce the clothes at the same time he reduces the woman?

That's a stunt really worth talking about. You can see for yourself that the lady, both before and after taking, wears the same dress. Women who desire to have their

clothing come along down gradually with their avoirdupois will thank me, I am sure, for calling attention to this remarkable and probably exclusive feature.

This photographic evidence of the efficiency of the treatment advertised is most convincing and will probably bring splendid results until unscrupulous persons imitate it by the use of a concave mirror.

Reverting once more to the general subject, it is a trifle confus-



ing to find that while one set of advertisers is urging us to get this, another set is, with equal eloquence, importuning us to put on more flesh.

"Fat is dangerous, uncomfortable, inconvenient, embarrassing," says Dr. Bradford. "Get fat free. No longer be skinny and scrawny," cries the Sargol Company of Binghamton, and other foes of the unpadded bone.

What shall we do? To beef, or not to beef, that is the question. Look at this picture before you decide—it ornaments the newspaper advertising of the Sargol Company. The lady is not, as you may suppose, attempting to lift the plump gent's watch. No, she has just abandoned, forever and ever, the emaciated and attenuated guy in the background. "Me for something with flesh on it," she cries, as she playfully but tenderly jabs the stout one between his well-upholstered ribs.

This ought to settle it. Can you

beat it for a selling argument?

Having just lost a day by reason of broken eye-glasses and expended all an ingenious optician could wiggle out of me for a new pair, I hail with pleasure the announcement that the magazine known as *Short Stories* will, beginning with March, be printed in 12 point, leaded. Surely that ought to be big enough to suit anybody. Even the blind could read it if they got hold of it while the ink was still wet.

Short Stories announces this commendable move as "Our contribution to help the failing eyesight of the Nation." A most excellent motive. Is there here a delicate implication that certain magazines which it would be a breach of etiquette to mention are responsible for the dimness of the lamps of the American people?

As a matter of fact our impaired sight is due to the late Mr. Beadle, Presidential messages, the old "Personal" column in the *New York Herald*, the mail-order ads, and trying to keep one eye on the rising cost of provisions and the other on the clock.

Short Stories means well, but it makes its move a trifle late to be of much help to the present generation. However, it will conserve the eyesight of the young, make easy work for the compositors, and cause even the shortest story to seem reasonably long. It is to be hoped, for their sakes, that contributors are paid by the page and not by the word.

NEW AD CLUB OFFICERS.

At the January election of officers for the St. Louis Advertising Men's League, held in Parlor 5, Planters' Hotel, the following were selected: I. H. Sawyer, director of the Brown Shoe Co., president; L. A. Landau, Globe Shoe & Clothing Co., first vice-president; G. W. Mogelberg, Koken Barber Supply Co., second vice-president; I. T. Steinberg, Rosenthal-Sloan Millinery Co., third vice-president; F. L. Osborne, Peters' Shoe Co., secretary-treasurer; W. A. Ferrec, chairman Entertainment Committee,

RIDDER DINES GERMAN AMBASSADOR.

The New York *Staats-Zeitung's* dinner in honor of Count Johann Heinrich von Bernstorff, the new German ambassador, given at the Manhattan Club, New York, February 4, was a very brilliant and representative affair.

Herman Ridder, publisher of the *Staats-Zeitung* and president of the American Newspaper Publishers' Association, presided. The principal trend of the speeches was to the topic of international peace and the relations between this country and Germany. Mr. Ridder, Richard Watson Gilder, Joseph Choate, Andrew Carnegie and Melville E. Stone were among the speakers.

Besides these, other newspaper men present were: Joseph Pulitzer, Jr., Frank A. Munsey, John A. Hennessey, Herbert L. Bridgeman, Chester S. Lord, Henry L. Stoddard, Frederick L. Warburton, Hart Lyman, Dr. Albert Shaw, George Harvey, Don C. Seitz and Rollo Ogden.

♦♦♦

The Vreeland-Benjamin Special Advertising Agency, New York and Chicago, will hereafter be known as the Benjamin & Kentnor Co. The firm is one of the very best known in the special agency field.

Mr. Henry P. Dowst, until recently junior partner of Ellis & Dowst, has made a permanent connection with the H. B. Humphrey Company, advertising agents, 44 Federal street, Boston, having returned to the same desk which he left four years ago.

D. A. Lundy has resigned as circulation manager of the *Kansas Farmer*, Topeka, and is now with O. E. Chaney & Co. A mammoth circulation contest for the Capper publications is being worked up.

The *New York Mail* recently printed on its front page a delicious criticism of *PRINTERS' INK's* criticism of Waterman's Fountain Pen advertising. At the end of the week the weekly supplement contained a page Waterman ad. Thus is loyalty rewarded!

A Noticeable Fact

During the business depression of last year was that while daily papers, magazines and other periodicals were showing a great shrinkage in advertising, the leading farm papers suffered comparatively little.

There is a reason for this. The farmer cares nothing about the "bulls and bears" in Wall Street. His mind is on his farm, and he thinks only of his crops. The value of farm produce in 1908 was over seven and three-quarter billions of dollars.

The farmer today is, and has been for some years past, the real live wire for the advertiser, and for this reason many general advertisers are now seeking the agricultural field, whereas only a short while ago they ignored it entirely.

The ORANGE JUDD TRIO

Stands prominently before the advertisers of this country, representing three great agricultural weeklies—known as Orange Judd Farmer, with 90,000 circulation covering the wealthy empire of the central west; American Agriculturist, with 110,000 circulation covering the middle and southern states; and the New England Homestead, with 50,000 circulation covering the six New England states—a total circulation of 250,000 copies weekly guaranteed.

It doesn't cost any more to advertise in them than in some farm papers whose result bringing qualities are unknown, and this is one reason why these three farm papers carry such a volume of high class advertising and do not depend upon obnoxious medical stuff which other papers seem anxious to get.

We think we can be of assistance to you. Write us.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

ADVERTISING FRESH MEATS BY TRADE-MARK.

HOW A SEATTLE CONCERN WAS INDUCED TO APPLY ADVERTISING TO THE MEAT BUSINESS WITH MUCH SUCCESS.

By H. H. Clark.

That advertising is the life and blood of most every business is acknowledged by every progressive business man, but that you could advertise a fresh meat by a brand is probably something absolutely new and original.

The Yakima Sheep Co., of Seattle, Wash., have been producing the famous Shropshire sheep and lambs for the past five years and selling them under the brand "Circle W." They were satisfied, during this period, with the sales made by salesmen, without advertising. In fact they used the stamp "W" only as a means of identifying their meat from others. About eight months ago the Thorne Advertising Service approached these parties with the suggestion of using this brand as an advertising method of placing "Circle W" before the public.

Mr. Wright, manager of the company, was a man of considerable foresight and saw the immense possibilities that were presented to him by us. He agreed to let the advertising agency try it out in a small way.

We placed 4 inches twice a week in three papers. There was also prepared a booklet in the form of a recipe book and distributed in this manner: To all the butchers who dealt with the Yakima Sheep Co. we gave 25 to 50 of these cook books. We then distributed 10,000 cards, in the shape of a "Circle W," with the following printed on the back: "Take this to your butcher and see what you will get." In this manner over 5,000 booklets were distributed and reached the homes of those who should buy lamb of this quality. We then followed this up with a campaign of quality. As an example of some of the talk we gave the public, we quote the following excerpt from our cook books:

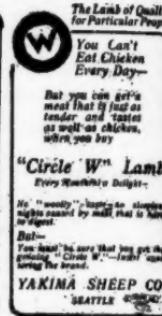
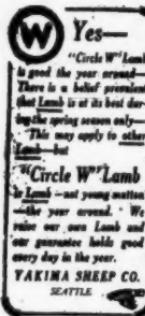
"In the first place all 'Circle W' lambs are of the finest strain that can be bought in the world. We begin to insure the quality several generations in advance. The ewes are carefully nurtured and sheltered. From the time the lamb is born it receives the best of care on our immense ranches in the Yakima Valley; is fed only on the choicest and sweetest grass.

"Every season the flocks—which number 50,000—are weeded out with extreme care and those lambs that don't come up to the 'Circle W' standard in every respect are sold without the brand. Those that are left, the choicest of the choice, are then sent to abattoirs and prepared for market under the most strict sanitary conditions and precautions."

Then we used the following talk on quality in our ads:

"The Real Lamb Taste is what you get when you buy 'Circle W' Lamb. Extreme care is taken in the dressing of the 'Circle W' brand. No fear of getting a piece of meat that tastes 'woolly'—the wool of the lamb never touches our meat."

"IT'S IN THE FEEDING. That delightful taste that makes lamb the meat that pleases the epicure can only



be found in the famous 'CIRCLE W' LAMB. Because the greatest care is exercised in raising, feeding and preparing 'Circle W' for the market."

Such a furore was caused by the results obtained from this campaign that other packers in the city tried to put our clients out of business by cutting the price, selling at the time an inferior grade of lamb. We then started a campaign against substitution, and the result was that this attack on our clients ceased.

During this time the Yakima Sheep Co. had such an increase in business that we had no difficulty in prevailing on them to place a "Circle W" farm sausage on the market, with the same hopes of success. This will be a pure pork sausage and put up in a sealed carton, eliminating any danger of substitution, which was practiced quite frequently with "Circle W" lamb.

Harry G. Atkinson, who has for the past year been in charge of the newspaper advertising department with the George Batten Co., has accepted the position of office manager with the Commercial Publicity Corporation, publishers of the *Advertiser's National Rate Book*, which concern has just moved its entire organization from Buffalo to New York City.

The Des Moines *Capital* celebrated its 25th anniversary on February 8.

The Thorne Advertising Service, of Seattle, desires to receive rate cards from all newspapers east of the Mississippi.

Professional Memoirs is the title of a new magazine published at the Engineer School of the Army.

"JOAN OF ARC" ADVERTISING.

YONKERS, N. Y., Jan. 16, 1909.
Editor of Printers' Ink:
 At last she's here. Who. Why, Joan of Arc, of course. Haven't you seen her? Her advance agent has been for several weeks a car sign, bearing in startling red letters:

WATCH FOR JOAN OF ARC.

The other day she arrived, mounted on a white charger and clad in the first real sheath gown, a suit of armor. Accompanying her is this verse. Take it in one breath:

"Good for Everybody's need,
 Yankee, German, Irish, Swede,
 Farmers, workers, Kings and Queens,
 Joan of Arc, Red Kidney Beans."

Oh, advertising, what crimes are committed in thy name.

As long as the nursery rhyme craze is fast lodged under Joan's helmet, here's a suggestion. Start off the ad with the line:

COUNT THIS ON YOUR COAT BUTTONS.
 Then run the following:

"Rich man, poor man, beggar man,
 thief,
 Doctor, lawyer, merchant, chief,
 Girls and boys still in their teens,
 Joan of Arc, Red Kidney Beans."

By the way, what is a Red Kidney Bean? Ask Joan of Arc!

Yours truly,
 R. BIGELOW LOCKWOOD.

HOW "PRINTERS' INK" HELPED A FAMILY.

Mrs. Charles Z. David, of Birmingham, Ala., read her husband's copy of *Printers' Ink* regularly for years. Not long ago Mr. David became incapacitated for work and Mrs. David took up his advertising work, relying on her *Printers' Ink* knowledge to help. The ads she sends look as if she studied *Printers' Ink* to good effect.

WHAT IS THE ANSWER?

BALTIMORE, Md., Jan. 21, 1909.
Editor of Printers' Ink:

If, in using an eighth of a page in a magazine for an advertisement, which eighth will receive the greater attention, top, bottom, in next to the fold or out next to thumb edge, or between top and bottom?

If either position has more attention value, how much more, and how much more valuable than any other position?

There is a part of a page that receives most attention. Where is it?

Yours respectfully,
 J. HARRY DRECHSLER.

The advertising of the Boston Sculpture Co. handled through the Perry Walton Agency has been very successful in general publications. It will be continued and contracts will soon be placed.

THE STANDARD PAPER FOR BUSINESS STATIONERY—"LOOK FOR THE WATER-MARK"

Any letter that is worth careful wording is worthy of fine paper.

Any letter that carries a hope ought to be on paper that wins a welcome. Any letter that pleads a chance for your goods or services demands a paper which makes friends with the reader's eyes and his sense of quality.

OLD HAMPSHIRE BOND

is the business paper that does business. It is the proper finish for a well-built reason. The finish is the first thing seen. It has the convincing look, which is half the battle.

That it pays always to use OLD HAMPSHIRE BOND for commercial stationery is the testimony of prudent business men. Prove this for yourself—let us give you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on white and fourteen colors of OLD HAMPSHIRE BOND.

Hampshire Paper Co.

Only paper makers in the world
 making bond paper exclusively

SOUTH HADLEY FALLS MASSACHUSETTS

MADE "A LITTLE BETTER THAN SEEMS NECESSARY"—"LOOK FOR THE WATER-MARK."

THE IVORY SOAP CONTRO- VERSY.

The interest stirred up by the question as to whether or not a million dollars could make a dent in Ivory Soap's trade refuses to cease. An advertising agency this week comes into the arena with a soap campaign which it has been working upon for some time.

It is said that a large packing firm in the West several years ago made up its mind that it could make a dent in Ivory Soap's trade, and selected a central southwestern state to try out the campaign. It is not known whether a million was spent, but those who profess to know say it was a pretty pile of money. The way the campaign was pushed would indicate that the orders from headquarters were to know say it was a pretty pile Ivory and establish the new brand. There were many thousands of bars of the soap actually given away without any string, and many kinds of inducements offered to wean away the patrons of Ivory and other soaps. But alas and alack! nothing but ignominious failure ever came of it, so far as the weaning went. Many new users were found, but close observers say that housewives went back to their Ivory or Fairy or Wool Soap with the most exasperating stubbornness.

However, the concerns which have been manufacturing other laundry preparations, and are somewhat entrenched already, say some advertising men, are the logical ones to push forward and succeed in making a dent in Ivory. The Babbitt people, famous for many years for common soaps and washing powders, are preparing to put a white soap on the market, PRINTERS' INK hears, and possibly they will stand some show of making a dent. It is said that the 20-Mule Team borax people manufacture a borax soap and aim to push it, largely to educate the public to the use of borax in the laundry, and possibly to eventually compel the Ivory Soap people to put borax in their product.

It is very evident, anyhow, that the soap field is extremely alive

and that more than one concern is polishing a spear for Ivory and hopes to not only dent but drive it through Ivory's armor. Some soap men make the interesting statement that Ivory's prestige has by advertising been raised to absurd and unwarranted heights, and that the public has been made, by good advertising, to exalt Ivory Soap beyond the line of its deserts. They deny that *any* soap can be 99 44-100 per cent. pure—they say Ivory has 'em hypnotized, and that sooner or later the spell will break, so that more people can see other soaps that are as good and better.

A SOAP TO "DENT" IVORY.

FIRST NATIONAL BANK.
MONTGOMERY, ALA., Feb. 5, 1909.

Editor of PRINTERS' INK:

Apropos of that million-dollar soap controversy I will mention a brand of soap which I believe would put a few kinks in Ivory or several other kinds if a million dollars were spent in intelligent advertising. I refer to "Lava" soap, made by Wm. Waltke Chemical Co., of St. Louis. It beats anything for a dirt-dissolvent I ever saw in my life. A small rub with it will make the most luxurious lather imaginable. These people have a fine soap, and yet I have never seen a newspaper ad for it that I remember. Why can't somebody stir these people up?

Yours truly,
C. L. CHILTON, JR.,
Advertising Manager.

SINBERG'S SUCCESS.

An example of the manner in which advertising fits a man for other fields of business is seen in the rather remarkable success which John H. Sinberg is scoring in the real estate line in Philadelphia. Mr. Sinberg, who is yet a young man, was connected for nine years with the advertising department of the Philadelphia *Record* and for several years as Philadelphia correspondent for PRINTERS' INK. On leaving the *Record* he became associated with a prominent realty operator for three years and a little more than two months ago started in business for himself. In his first three weeks he put through the sales of one property for \$800,000 and another for \$150,000. The total amount of business he transacted in the first month exceeded a million and a quarter dollars. That is going some, for a beginner. Mr. Sinberg uses to advantage the methods of push and progress which he learned so well in his advertising work. He also enjoys an unusually wide acquaintance among the city's men of business, gained at the same time.

To the Soap Man with the Million Dollars (or less) to Spend on Advertising

Greeting =

If you have the money and
the courage we have

THE IDEA
THE PLAN
THE COPY

Together we can annex a
substantial portion of the Soap
business of America.

Let us Show You How.

Siegfried Advertising Agency
21 Park Row NEW YORK

PRINTERS' INK.

PUBLICITY GRAFTERS BEING THROWN OUT.

PRINTERS' INK'S CRUSADE, BEGUN LAST YEAR, AGAINST THE PRESS AGENT, HAS BORNE FRUIT, AND NEW YORK NEWSPAPERS ARE MAKING IRON-CLAD EXCLUSION OF THE STUFF.

The press agents are meeting their Waterloo.

The New York newspapers are taking radical steps to throw off the press agent "Old Man of the Sea," like Sinbad in the Arabian Nights, and many press agents are shutting up their offices.

On Sunday, February 7, the New York *World*, for instance, presented a "clean bill of fare," free from all press agents' stuff. Not even automobile items were allowed from press agents. The *World* has now an iron-clad ruling concerning press agent matter, and will continually refuse to run any of it. Says Don C. Seitz, business manager: "We have cut the chicken right behind the ear, and from henceforth no automobile press stuff, for instance, will find a place in the *World's* columns. We took the first steps against press agents several months ago, and have steadily diminished the press agent matter. The thing was getting stupendous. Many advertising agents and others were sending us great rafts of stuff, and we simply had to draw the line."

Within the past month or so other newspapers have taken the same stand—absolutely declining matter, even from the more reputable publicity sources. The New York *Tribune*, late last year, made a ruling on the subject, and is steadfastly pursuing it. Other newspapers are rapidly following suit, and it is expected that within a short time all New York newspapers will decline to even examine publicity matter. The movement is a surprise to no one, and, in view of PRINTERS' INK's crusade for the elimination of unscrupulous press agents, comes as a natural result of intolerable conditions.

It is said by newspaper pub-

lishers that the downfall of the press agent matter dates from early last Fall, when several press agents "pulled off" some daring publicity feats in regular highwayman style. The press agent game, they contend, has killed itself by its own rapacity. Methods have been used to get space which were so bold and brazen as to take one's breath away. Such few publicity agents, who were known as above board and dealing only in perfectly understood commodities, suffered together with the rest, and have been ostracized alike.

Determined action was taken last Fall by a few papers, and the axe was shaped to fall gradually and upon one neck at a time. The automobile publicity men have been about the last to be given the mitten, and some newspapers still continue to publish the automobile stuff, but those who know are certain that within a few more months practically all New York newspapers will have more stringent rules than have ever been in force concerning press matter sent in from outside sources.

Not only do they claim that hired publicity men and obvious grafters, but many advertisers of reputable standing, have sent in matter—probably desirous of "standing in line for free soup"—as one newspaper manager aptly puts it—as long as any was dealt out.

The movement has already spread further than New York, and is expected to become a generally recognized newspaper ruling throughout the country.

Secretary Palmer, of the American Newspaper Publishers' Association, says: "This movement is nothing but a means of self-protection taken by newspaper publishers after finding that what once was a fairly tolerable situation, has now become too utterly senseless to continue. PRINTERS' INK's campaign has been a strong help. Newspapers have found that bushel baskets of matter has come in and the more that was printed the more was sent, until the thing has quite overreached itself.

"The press agents have killed their goose entirely, and hence-

forth there will be no goose at all. They rode this goose so hard that self-protection became necessary. The advertising pages were suffering from the free press graft and publishers were awakened to the necessity for cutting off all free publicity whatsoever.

"Why, the stuff that came in covered half a dozen different lines—theatres, hotels, real estate, automobiles and almost anything. Press agents would give us a story about a woman in a big Merry Widow hat who could not get in the doorway of a certain hotel, and then end up with a nice bunch of description of the hotel.

"A motor car manufacturer, when he got out a new model, sent in reams of stuff, and actually was surprised if we told him we could not print it.

"There is a general movement, growing rapidly, toward more widespread elimination of the publicity stuff, and it is likely to make papers cleaner and brighter, and probably increase display advertising revenue, as well. Nothing has been wanting but some uniform movement in this direction, and this has now come."

As a result of this attitude on the part of the newspapers, a number of publicity men have been practically forced to close their doors or seek other kinds of business. At least one large and well-known publicity agency, whose matter has never been of a graft sort, has turned itself over in the last few weeks to a general advertising agency business. Some of these more legitimate publicity agents are bitter against the rapacious fakirs who have abused the confidence of newspaper editors in the straightforwardness of their matter.

Advertising men—even those who have sent in press stuff—are entirely satisfied with the trend of newspaper ruling on the subject, and many believe it will mean more and better advertising.

On February 1st, F. W. Henkel, for several years business manager of the Lincoln, Neb., *Daily Star*, and well known among Eastern advertisers and agencies, will join the advertising department of the Boston *Traveler*.

A Month of Unparalleled Gains

The month of January, 1909, was the greatest January in the history of

The Chicago Record - Herald

showing the largest gain in Display advertising of any Chicago newspaper.

The Record - Herald

during January gained

87,728 Lines
of display advertising.

The Chicago Record-Herald makes sworn statements of net paid circulation; it charges invariable rates for advertising, and further, both the circulation books and the advertising books are open to advertisers.

New York Office
437 Fifth Avenue

AMERICAN HOME MONTHLY

A HOUSEHOLD MAGAZINE

CIRCULATION

100,000

COPIES GUARANTEED
MONTHLY

ADVERTISING RATES:

40 CENTS A LINE
FLAT RATE

ADVERTISING PAGES FOR
APRIL CLOSE ON MARCH 5th

AMERICAN HOME MONTHLY
5 BARCLAY ST., NEW YORK

WHY BIG CORPORATIONS NEED ADVERTISING.

HOW CORPORATIONS HAVE SUFFERED
FROM PUBLIC IGNORANCE OF THEIR
BUSINESS — ADVERTISING MIGHT
HAVE PREVENTED PRESENT ILL-
REPUTE AND PREJUDICE.

By G. H. Dickinson.

A comparatively new situation has been created by the industrial and commercial progress of the past decade in America, caused by the constantly increasing number and growth of corporations.

Most standard businesses to-day are conducted under the corporate laws of the various states. They are grouped and massed together in a way that practically guarantees financial success. Only in rare instances has the competition of individuals been able to withstand the pressure which they unfailingly exert. Economically they are almost invincible. Astute lawyers guide them safely through legal labyrinths. Able financiers arrange their bond and stock issues in a manner wholly satisfactory to the holders of these securities, and trained specialists are made heads of departments.

Builded upon foundations admittedly solid it is strange but true that probably ninety per cent. of the corporations in the United States at the present time are revealed in a condition of absolute fear for their future—a condition for which failure to advertise properly is chiefly responsible.

The evils of conducting business on the corporate plan have been pointed out incessantly in the halls of legislatures, in public prints, and even in pulpits, until the people have come to believe that there can be no good in it. The world-wide wave of socialism, when it leaped upon our shores, made little or no progress as socialism per se, but the politicians were quick in availing themselves of the opportunity thus presented to attack corporate interests whenever and wherever they appeared. As a result good and bad corporations have suffered alike and general business depression followed. Except in

fighting some of the more radical new laws in the courts, and maintaining wholly useless lobbies in Washington and in state capitols, not a restraining hand was raised by the corporate business bodies as a whole, or by groups immediately affected by legislation of one class or another.

Nowhere in the world was there so little excuse for the appearance of even modified socialism as in the United States. In 1906 when the idea, disguised in many forms, made its appearance here, the country was enjoying an era of boundless prosperity. Crops and manufactures were at flood tide, men who wanted work had no difficulty in obtaining it at good wages, and, aside from professional agitators, hardly a discordant note was heard in the land.

At that time had the corporations made an intelligent appeal to the common sense of the American people, instead of pursuing methods calculated to arouse their anger, much, if not all, of the damage caused by the subsequent passage of ill-considered, badly framed laws would have been averted. In defending themselves, however, they relied upon the arm of the law, and the arm of the law proved to be a very weak member of the body politic.

It is not contended here that even the best corporations are without their faults; but they have their good points and economic uses, and it is possible to tell the public about these points and uses in non-technical, simple, direct language in the advertising columns of popular publications. Generally speaking, the public to-day can see no good whatever in a corporation. A man may know that he is daily being overcharged or swindled by his butcher or his baker, and not often does he even whimper, but let a corporation, particularly a public service corporation, make a move which he considers inimical to his interests and his indignation knows no bounds. When he does complain to a tradesman he usually is appeased by an explanation that the Trust is the one responsible for the advance

in price, the inferiority in quality or whatever may be the cause of the remonstrance. But seldom does he come into contact with a corporation or any of its officers. Their side of the story remains untold to the vast majority of the people. In a form of government where the majority rules this policy inevitably reminds one of the camel which in times of danger buries its head in the sand.

To-day the quickest route to Prosperity is by way of the advertising road. Corporations in any given line of business, by combining for the purpose, can meet argument with argument in the advertising columns and do it successfully. One-half of the money appropriated annually for legal expenses should be devoted to advertising, and this advertising should be written by men who know how to catch the eye of the public, how to present the case of the corporations straightforwardly and with the strength that carries conviction.

The sooner the corporations repose more confidence in the people from whom they derive their existence, and less in the lawyers upon whom they rely to circumvent the will of the people, the quicker will be the return of peace and profits throughout the country, and the reestablishment of a commercial equilibrium.

In illustrating the point I wish to make the policies of two leading New York corporations, both rendering service to the public, may be cited. Both have been facing crises for at least two years, but their methods of meeting these emergencies have been as far apart as the sun and the moon. One, commonly known as the Bell Telephone Company, has had before it the task of preventing the entrance of a competing company into the city of New York. So far the Bell Company has been successful, and there is no reason to believe that its competitor is any nearer, or as near, the goal as it was when it made its initial move. Unquestionably the Bell Company has dominated the situation by a campaign of cleverly written advertising in the

daily newspapers. It has for a year or more called attention to the excellence of its service, its cheapness, the confusion which inevitably would result from competition, the inconvenience of new installation and the added and wholly unnecessary cost of two services. Where two years ago there was a movement headed by the Merchants' Association looking to the admission of a competing company there is to-day no public demand for it. The advertising has done its work. The Bell Company had an excellent case and exploited it in a manner easily comprehended. In other words it took the public into its confidence and won.

In contradistinction to the course of the Bell Company has been that of the Consolidated Gas Company. In resisting popular clamor for a reduction in the price of gas from \$1 to 80 cents per thousand feet it has used lobbyists, lawyers and a publicity bureau, but not yet has its case been placed before the people, although well-informed persons say the reduction is actually unfair. Be that as it may the fact remains that had the company used the advertising columns of newspapers to present its contentions in all probability it would not now be engaged in what appears to be a futile and unseemly struggle with the United States Supreme Court.

The Consolidated's lobby was of no avail, its lawyers so far have been beaten on all essential points, its publicity bureau was expensive, useless and impotent, and, with its constituent companies, it now stands before the public charged with withholding from its patrons the sum of \$9,000,000, and possibly more.

It failed to take the public into its confidence and it lost.

It is for directors of corporations to choose between these two policies.

◆◆◆

Uncle Remus' Home Magazine recently used large space in several Southern papers to tell about a record subscription accomplishment—1,816 subscribers in one day. Jack London's serial begins in the February issue and is expected to boost circulation considerably.

LET THE COPY WRITER ALONE.

By Alphonsus P. Haire.

All advertising is to a certain extent a compromise between the views of the advertiser and those of the man who directly prepares the copy.

Someone once said that a copy writer spends one-third of his time writing ads, and the other two-thirds defending them.

Difference of opinion is, perhaps, to be expected, for each has naturally a different viewpoint. The advertiser—that is, the general advertiser—sees things only from the rather narrow viewpoint of the producer, while the agent views a proposition from the standpoint of the public. It has been said that the man who knows the least technically of a product can prepare the best advertisement of that product. That is, of course, vastly overstating a very general proposition, but it is nevertheless true that an advertising writer (this has reference only to the general field) may know too much about the subject of his work.

The producer knows too much, in the advertising sense, about his product, and, not possessing the faculty of assuming the public's viewpoint, cannot sift his facts and present in strong, breezy fashion only those which have a genuine, advertising value. The capable advertising writer can, and it is his province to, dress up just enough facts with just enough outside interest to make a palatable dish for the public, but in his work he is too often handicapped by the over-anxious and generally detrimental desire of the advertiser to use his own ideas.

The Trenton *Evening Times* is issuing a series of unique booklets on "Great Industries"—those which are making Trenton famous. They are very well written and most artistically illustrated and printed. The first booklet is called "The Story of a Ball of Red Clay," and tells all about the pottery industries in and about Trenton. This series is good advertising for everybody concerned, and will help to persuade advertisers to go into the *Times*.

HOW THE SEATTLE TIMES HAS GROWN

H. Craig Dare, in *Newspaperdom*, says that the *Seattle Times* printed more advertising in 1908 than any of the leading papers in the East. It printed 33,000,000 agate lines in three years; 10,091,550 during 1908. This is certainly a striking showing for a Western newspaper. The *Times* is the great metropolitan daily of the Pacific Coast, and is winning increasing attention from Eastern advertisers.

Col. Alden J. Blethen has in ten years brought the *Times* from almost nothing to a net annual profit of close to a quarter of a million.

NEW INCORPORATIONS.

Standard Statistics Bureau, New York; advertising and printing; capital, \$100,000. Incorporators: Luther L. Blake, Cranford, N. J.; Allen L. Story, 200 West Eighty-sixth street; John C. Travis, No. 2 Rector street, both of New York.

M. J. Shaughnessy & Co., New York; advertising, printing and publishing; capital, \$10,000. Incorporators: Michael Shaughnessy and Lucy V. Shaughnessy, Grand Concourse and Boulevard, New York; Clarence F. Chatfield, No. 418 Lincoln avenue, Richmond Hill, N. Y.

R. & H. Morton Advertising Co.; capital, \$100,000. Incorporators: R. C. Lupton, G. B. Lewis, C. B. Scarborough, Wilmington.

The *Boot and Shoe Recorder*, of Boston, has been sold by Wm. L. Terhune to the Root Newspaper Association, of New York. The present staff will continue in their positions.

Over the Top

Here is a guide card for the filing cabinet with a celluloid tip made in one piece and folding over the top of the tab. This protects it where the wear comes and prevents curling and breaking.

Standard
Index Card Co.

will be glad to send samples in case your dealer does not have them. Orders can be filled for all card sizes, with tips colored or transparent, plain or printed as desired.

701-709 Arch Street, Philadelphia, Pa.

For Buffalo and Fifty Miles Around

—in the country's biggest manufacturing district, where more people earn more money than any similar area—you need the newspaper which has a circulation greatly *exceeding* the *combined* circulation of *all* other Buffalo Sunday papers in that territory—

THE BUFFALO SUNDAY COURIER

The sworn circulation of the Sunday Courier exceeds 90,000 copies. It goes into that many homes in the section called the "garden and workshop of the world."

Advertisers are rapidly discovering the peculiar value of the Sunday Courier—let us send you a copy. It talks for itself. Copy direct, through recognized agencies, or—

Hand, Knox & Company

PUBLISHERS' REPRESENTATIVE.

NEW YORK

CHICAGO

ST. LOUIS

THE LIBEL EPIDEMIC.

AN EXCEPTIONALLY LARGE NUMBER OF PROMINENT LIBEL CASES NOW UP—ROOSEVELT MIXED UP IN SEVERAL—CANADA'S PROPOSED NEW LIBEL REFORM LAW.

By W. G. Nye.

What's the matter with the newspapers—or our sensibilities? The most astonishing number and magnitude of libel suits are at present in the courts. There are enough varieties of them, enough prominent personages involved, and enough diverting circumstances connected with them, to make an interesting book.

Libel suits seem to come in epidemics—some wiseacre has hinted at a psychological contagion in connection with them. Bright, cynical newspaper men say that libel every now and then becomes the gentlemen's fashionable duelling weapon, as the fad for peg-top trousers comes and goes. Bullocky politicians of the old school seize the notary's seal and press the push-button for their libel lawyers quite as the debonair, touchy patriots of other generations seized their pistols and side-swords at small provocation.

A presidential campaign is always warranted to be harvest-time for the libel lawyers, for then of all times are the most feelings hurt, and the most newspapers pass remarks not calculated to make bosoms swell with satisfaction.

Consequently the present time finds our most shining lights, from Rockefeller and Roosevelt down to Michael McCarthy, the Bricklayers' Union walking delegate, sharpening steel for some newspaper somewhere in some corner of the country which has dared to breathe their name with aught but sanctity.

Our illustrious but retiring leading citizen is most active, it goes without saying, in libel controversy. Selecting the New York *World* for his target, he is drawing the bowstring for a real innova-

tion in libel suits—libel against the government. So far the only witness who has been examined in this unique libel case is Norman E. Mack, of the Buffalo *Times*. The case lags, until the lawyers can discover which way to shoot and just who should do the shooting. The case is likely to become historical, and so far as advertising goes, it looks like a distinct compliment to the *World* to give it such nation-wide publicity. Possibly the New York *Sun* and the Indianapolis *News* are jealous of the *World*, and lament that they received only the doubtful immortality of mention in the President's Message.

But the President has barely been saved from further mix-up in libel. Bird S. Coler, president of the Borough of Brooklyn, has sued the Brooklyn *Daily Eagle* for \$100,000, alleging charges of irregularity, and Mr. Coler was bold enough to summon Roosevelt to testify how he once had, as Governor of New York, dismissed similar charges against Coler. But Mr. Coler is denied by law his star witness, and now he will have to fight his battle unaided by big sticks. The case is an important one and is being tried before the Supreme Court. The outcome is sure to be interesting.

John D. Rockefeller, Jr.'s suit against the New York *American* is another big, important case pending, and is being watched with interest by newspaper men. The pyrotechnics with which the Hearst newspapers enlivened the late Presidential campaign to the benefit of the general public and the discomfiture of certain protesting gentlemen, put one of the first real dents into the almighty Standard Oil Company, and it is not hard to guess that the New York *American* will have a real fight on its hands, if the historic fights of the unrelenting Standard Oil concern are any augur of the future. The case is being closely watched.

Again there is the now famous suit of the New York *Sun* against *Life*, for its insinuations about the *Sun's* tractability in theatrical criticisms. Among newspaper men this suit is as rich a morsel as

anything that ever appeared in either *Life* or the *Sun*. To find a soft spot in the *Sun's* armor of steel and satire is the achievement of the century, according to some people, and all the publishing craft are turning their ears toward the courts, awaiting that trial with greater zest than the *bourgeoisie* hung upon the trial of Evelyn.

The *New York Press* has been under the spotlight recently after having come into rough and tumble contact with irrepressible Impresario Hammerstein. Now the *New York Press* wants \$25,000 damages for the alleged thoughtless remarks of Oscar. This is one of the few cases where a newspaper has availed itself of its own privilege to secure damages for damage to itself. Usually newspapers are villified unmercifully, yet never undertake to sue, whereas were the case reversed the courts would be stuffed with the suits which the sorrowfully injured would bring.

The *New York American* has still another suit on its hands. Michael Padden, register of water in the Borough of Manhattan, believes he has been damaged by something he alleges was printed about his methods of paying employees.

The Montgomery, Ala., *Advertiser* has been having a strenuous time with libel. Governor Comer brought suit for \$25,000 and won after a hard fight. Other newspapers and a large part of the public, it is said, was not in sympathy with the verdict, and the friends of the *Advertiser* severely criticized the Governor. The other day while the Governor himself was out of town, his son attacked Frank P. Glass, publisher of the *Advertiser*. The Governor's son was arrested and fined for his violence.

Out in the Philippines the libel contagion has also been at work. *El Remacimiento*, the city's political newspaper, has been sued for \$50,000 by Dean C. Worcester, member of the Philippine Commission. Some time ago Worcester succeeded in having two re-

More Advertising in 1908 Than Any New York or Chicago Paper

That's a big statement—but the figures back it up.

We carried in 1908 a total of 10,091,550 lines of advertising; which outranks the *New York Herald* (10,046,384 lines), the *Brooklyn Eagle* (9,013,889 lines), the *Chicago Tribune* (10,087,757 lines) and all other *New York or Chicago papers*.

The Seattle Times

got this advertising for just two reasons—because the people it reaches have money to buy, and because the *Times* is the one medium everybody reads in the Pacific Northwest.

**57,500 Daily
Circulation**

77,000 Sunday

It has the gold marks, the guaranteed star and the roll of honor—there is nothing higher to get.

The S. C. Beckwith Special Agency
Sole Agents Foreign Advertising
NEW YORK—TRIBUNE BLDG.—CHICAGO

porters sentenced to six months in jail.

A curious libel case occurred in Canada recently. Cyrus Nawa sued the Dundas *Banner* because a headline was used saying "Burglars Committed," which was a typographical error, "Burglary Committed" being the words intended. The case was dismissed.

However, juries are becoming somewhat more skeptical of the many attempts to mulct the newspapers through the somewhat elastic libel laws of the present time. For instance, the *New York World* has just been vindicated from a libel suit for \$20,000 brought by a woman who had an altercation with a milliner about a feather three years ago and who alleged a libellous report in the *World*. This case was dragged through the courts for three years, at considerable expense to both sides, and finally reached the Supreme Court, which vindicated the *World* and put the costs on the prosecutor. Whether she can or will pay these heavy costs is a matter concerning which I have no information, but it brings up another very vital part of this libel matter.

Very frequently, through the incitations of lawyers who make their living that way, exceedingly slight sparks of grievances are fanned into roaring flames, and suits are brought in the hope of getting away with a nice roll of swag by means of an impressionable jury. Many such cases fail, as they deserve to do,—but if the prosecutor is unable to pay the costs of defending the case, what is there for the outraged newspaper to do? Grin and bear it—at present.

However, if libel laws were amended as is proposed in Canada (which has also had, strange to say, somewhat of a libel epidemic), conditions might be improved.

At a recent meeting of the Associated Press of the Province of Quebec, held recently, it was voted that collective steps be taken by newspaper men throughout the province to obtain from the Legislature at its next session the fol-

lowing amendments to the libel law:

"That any party attacked in a newspaper have the advantage of replying in the same part of the newspaper where the attack was inserted, provided that he answers over his own signature and in suitable terms.

"That on the other hand action for damages be taken against the newspaper, only if, after a demand in due form is made, it refuses to retract the unjust article, to correct an erroneous information, or to apologize if necessary.

"That in the case of suits brought against a newspaper, such suits be invariably taken out in the district where that paper is published, and be subsequently brought out of its district only if it refuses to render justice without that.

"That a newspaper brought before the courts has the right to exact from the plaintiff, according to the case, a sufficient guarantee to cover the costs of trial."

CORN PRODUCTS ACCOUNT CHANGES.

Arnold & Dyer, Philadelphia and New York, have secured the advertising account of the Corn Products Company, a subsidiary concern of the Standard Oil Company, and will hereafter place the Karo Corn Syrup and Kingsford Starch advertising from 26 Broadway, New York.

N. W. Ayer & Son have had this account for some years.

Irving Benjamin, of the Benjamin-Kentnor Co., special representatives, has furnished PRINTERS' INK with a detailed circulation statement, showing the exact number of copies printed daily for each issue for 1908 for every newspaper represented on his list. This places every paper on the Benjamin-Kentnor list in PRINTERS' INK guarantee star, which is makes them all eligible for PRINTERS' INK guarantee star, which is the advertiser's only positive guarantee of newspaper circulation.

G. H. Haulenbeck, president of the International College of Languages and the G. H. Haulenbeck Advertising Agency, Metropolitan Building, New York, died suddenly at Stamford, Conn., recently. He leaves a wife and three young children.

PROOF OF ADVERTISING PROSPERITY.

PRINTERS' INK has consistently maintained that the revival of business would be apparent early this year, and that 1909, while not perhaps a record breaker, would be a decidedly prosperous year for the best newspapers and magazines. Predictions are not proof, however, and PRINTERS' INK has occasionally been accused of being too optimistic—"as all the advertising crowd is," to quote from one of our pessimistic friends.

But when facts in the form of figures are available, PRINTERS' INK is much pleased to quote them in substantiation.

The March *Everybody's Magazine* establishes the high water mark since 1907, with 173½ pages of net cash advertising—165 pages display and 8½ pages classified.

This record is due to three causes: First, the improved business conditions and the restoration of confidence among the more prominent manufacturers and business men who make up the list of advertisers; second, the actual proven merit of *Everybody's* as an advertising medium; and third, and equal in importance, the constructive, energetic solicitation, not mere "copy chasing," for which the advertising department of *Everybody's*, under Robert Frothingham, is known.

During 1908 *Everybody's* led the field in 11 out of 12 classifications.

Following the purchase of the Chattanooga *News* by G. F. Milton, publisher of the Knoxville *Sentinel*, an interesting banquet was given to J. B. Pound, former owner of the *News*, and a handsome silver service presented to him. Mr. C. B. Johnson, who will be general manager of both papers, spoke of the vigorous plans for the pushing of both papers. Gordon Nye, the well-known cartoonist, recently with the National Democratic Campaign Committee, and formerly on the New York *Journal*, has just been engaged. Hand, Knox & Co. will represent both the *Sentinel* and the *News*.

G. H. Dirhold, formerly with the Simmons Hardware Co., and at present editor of *Hardware*, has tendered his resignation to accept the position of advertising manager with the Norvell-Shapleigh Hardware Co., St. Louis, Mo.

Wanted—An Ad Slogan

FOR

Johnson's Shaving Cream Soap

\$100 Cash Prize

to the person submitting the best, judged by a committee of advertising experts. What is wanted is something like the following examples:—

"TOUCHES THE SPOT"

—Johnson's Belladonna Plaster

"FEELS GOOD ON THE BACK"

—Red Cross Kidney Plaster

ADDITIONAL AWARDS

Should any submitted phrases be considered acceptable for our uses but not judged the best, we will award \$10.00 for each one accepted.

CONDITIONS

Submit as many as you please, but each one must be on a separate slip of paper. One or more may be enclosed in an envelope accompanied by name and address on another slip of paper.

Envelopes must be addressed to

JOHNSON & JOHNSON

NEW BRUNSWICK, N. J., U. S. A.

J. S. C. S. DEPT.

Contest closes April 1st, 1909; envelopes postmarked that date will be accepted. Award will be made May 1st and published in PRINTERS' INK.

Anyone will be sent a sample tube who mentions this advertisement. Anyone may buy a tube of 100 shaves for 25c. from any druggist.

To manufacturers who want to grow

In this organization we have the advertising and selling knowledge and experience which is bringing success to many manufacturers *whom you know.*

PRINTERS' INK for February 10th said:—

"Since its organization the Hampton Company has been noted for the *development* of a large number of desirable newspaper and magazine accounts. It has been the policy of the company to seek *new business*, and in this it has been very successful, having developed some of the largest advertisers in the general field."

(The italics are ours.)

To "seek new business" means that we have the desire and the capacity to start at the beginning with a manufacturer, and depend for our success upon *his* profit and growth.

Most of our clients started with modest advertising appropriations—and they did *not* increase their expenditures with us until they had the proof of what we could do for them *on their sales records.*

Real Service for Manufacturers

While we handle the largest advertising account in the world, we take most particular care of our smaller accounts. The smaller they are the more difficult are their problems and consequently the more painstaking we are.

We have no favorite publications or plans—we use newspapers, magazines, street cars, billboards, or direct mail circularizing, just as any skilled workman uses his tools—impartially when and where they can do the work—*sell the most goods.*

We want to talk to manufacturers who have never advertised and to prominent advertisers who are not satisfied with their present agency arrangements.

BIGGS, YOUNG, SHONE

(Successor to the Hampton Ad

7 WEST 22nd STREET ::

OFFICERS AND DIRECTORS:—

H. A. BIGGS, President
G. G. YOUNG, Vice-President

R. H. SHONE, Vice-
H. J. PRUDDEN, Secretary

We are known for the manufacturers whose sales we have increased

Never for a single minute, in planning advertising, do we lose sight of the one thing that successful advertising must do—*increase distribution and sales.*

Our advertising is built to do this *and nothing else*. Many people say our advertising is "very attractive," yet its attractiveness is always incidental to its *selling ability*. It is built on science like a racing yacht, to bring in trophies, not to look pretty.

Plans That Have Demonstrated

You know the more prominent manufacturers we have assisted to develop and served for some years:—

Regal Shoes
President Suspenders
R & G Corsets
Du Pont Powder
Murad Cigarettes
Pall Mall Cigarettes
Old Dutch Cleanser
Resinol Soap
United Cigar Stores
American Real Estate Co.
Gabler Pianos
Hunter Arms Co.

Cailler's Chocolate
Ingersoll Watches
Dr. D. Jaynes' Family Medicines
Pepsi-Cola
Triangle Brand Collars
Y & E Filing Equipment and Systems
Wiss Shears and Razors
Cremo Cigar
Egyptian Deities Cigarettes
Mogul Cigarettes
Imperiales Cigarettes
Hill Clothes Dryers
and many others.

Their success speaks for them and for us.

We want to meet a few manufacturers, who desire to talk over their problem with experienced merchandisers. We want to put our organization to work to develop more trade for the manufacturer in ways that will harness perfectly with his present efforts.

Make an appointment with us by letter.

HONE & COMPANY, Inc.

amptor Advertising Company)

NEW YORK CITY

HONE, Vice-President
RUDDEN, Secretary

E. T. CARSWELL, Jr., Treasurer
H. H. WALKER

R. T. ALLEN
J. H. GALLAGHER

CO-OPERATION IN DEPARTMENT STORE ADVERTISING.

A prominent department store owner frankly discussed some vital problems of successful store advertising at Buffalo Ad Club recently. He said:

There is no question with business men more important than that of advertising. They have no question before them in which it is so hard to place their hand on the results. It is often said of firms that fail of success that their business was ruined by their advertising men. I believe, on the contrary, that more advertising men are ruined by lack of the support of the people whom they represent.

There must be certain essentials back of the advertising man to make his work successful. He should be a man in whom you can place utmost confidence and he must be in close touch with the manager of the business. He must have about and close to him the heads of all the departments of the business. If we don't give him such support we ruin him.

When we put down \$50,000 as an advertising fund, we've only done the first part. In our store our advertising manager is *absolutely* the manager of the advertising of our company.

The advertising manager should be better acquainted with the receiving room than with the shipping room. He should know what goods are coming in. We're a bit too afraid to tell what we're doing. It is essential that the advertising manager should know and that the heads of all the departments shall tell the advertising manager all about their departments and co-operate with him completely.

The inevitable result of an intending customer going into a store with a view to buying some article which he or she had seen advertised as on sale there and being informed at the sales counters that they had no such article or that the price was higher than expected because of a mistake in the advertisement is a loss of trade and prestige.

It is because the manager of some department has not correctly informed the advertising manager that such things occur and that the people cannot depend on that firm's advertisements. Give the people what you told them you would in your advertisement. A customer otherwise goes away wounded in feeling. Every firm should put 10 to 15 per cent of their advertising fund into instructing the advertising manager and department heads. And when a firm sets down \$50,000 as an advertising fund, the advertising manager should be told how the firm wants it spent.

Greatly essential to your successful advertising department is your selling force. Give honest merchandise and let your premiums equal the merchandise. Then you will make friends of your customers and may always depend upon that friendship. Salesmanship is not mechanical—it is brain work. It needs training. It is essential to establish a salesmanship school. Teach the sales force to use courtesy and teach them the things they should know and should do. That will build

up the greatest advertising force in the world.

I believe the time is coming when every advertising institution will compel all firms, corporations and other business institutions to back up what they advertise and make it an essential qualification of acceptance of their advertising that they show the goods advertised are as represented in the advertisements.

The show window is just as important as the newspaper in successful advertising. Put your picture before the eye of the public in the newspapers and then put it in the window to back up the newspaper advertisement.

AFTER THE PUBLICITY SHARKS.

RAPID MOTOR VEHICLE COMPANY.
PONTIAC, MICH., Jan. 25, 1909.

Editor of PRINTERS' INK:

For some time I have been going to write PRINTERS' INK in regard to the campaign you are carrying on relative to free publicity.

I feel as you do, and will have more to say later in regard to free publicity work, but at this time I want to call to your attention a certain Mr. Blank of your city. Mr. Blank's habit is to work the different automobile people for sums varying from \$35, more or less, upwards, per month, on the assertion that he can get more free publicity than can a regular advertising agency, or the man handling the advertising of the manufacturer direct.

Now, it is not my intention to call Mr. Blank names, through the columns of your paper, nor, in fact, do I wish you to publish this matter in regard to Mr. Blank, but I would like to know if there is not some way that the advertising agencies' aid can be invoked to put a damper on such publicity leeches. Do you think some plan of this kind could be worked?

I trust you will give me your personal opinion by return mail, for I intend to do what I can to help banish these kind of people from the realms of legitimate advertising.

Yours very truly,

W.M. A. SOMERVILLE.

ADVERTISING PHILADELPHIA.

As part of its plan to advertise Philadelphia as a buying centre, the Merchants & Travellers' Association of this city has sent invitations to 160,000 merchants in all sections of the country. Each buyer who accepts the invitation and comes to Philadelphia within the next few weeks will be refunded the cost of his transportation to the amount of 1 per cent of the price of all goods he orders here for delivery within the current year. Thousands of acceptances have been received from merchants as far away as Florida, Texas and Minnesota. Each visitor is requested to register at the Association's headquarters, northeast corner of Market and Thirteenth Sts. In addition to this scheme a large volume of circulars and booklets, advertising the trade advantages of Philadelphia, is going out from the Association.

OUTLAWING OBJECTIONABLE MEDICAL ADVERTISING.

A bill has been introduced in the Minnesota legislature aimed at the suppression of objectionable medical advertising. Under its provisions both the publishers of newspapers and periodicals printing such advertising and the persons or firm in whose interest it is printed would be amenable to punishment by fine. Says the *St. Paul Dispatch*:

"It is possible that the provisions of the bill are too drastic and sweeping. If so, those who have the proper public interest in its passage should see to it that those provisions are made to conform to the reasonable demands of decency and common sense. The experience of other states should be availed of in order to make sure that the Minnesota statute shall be workable and constitutional.

"The other important consideration to be borne in mind is that the public quack may be no worse than the secret practitioner.

"Whether the Minnesota legislature passes a law or not the *Dispatch* will hereafter exclude from its columns such advertising as, in its judgment, is clearly objectionable, either by reason of the matter, or of the form in which it is presented. As existing contracts for advertising of this character expire we shall decline to renew them.

"It is not to be understood that the *Dispatch* will draw the line at all patent medicines, or that it will guarantee the efficacy or the harmlessness of the medicines advertised in its columns. Something must be left to the intelligence of the individual reader. What we shall undertake to do is to keep out of the advertising columns any matter that makes against good morals or offends good taste."

RECORD BREAKING POULTRY ANNUAL.

The fifth annual issue of the *Farm and Home Poultry Annual* is out, and looks exceptionally fat and prosperous. Writes Mr. Wm. W. Whitney, advertising manager: "Gee-whiz! but our advertising department went some on this issue. Here are 183 columns, or 22,344 agate lines, of as high-class clean advertising as you ever laid your eyes on in a farm paper.

"There are in this issue 11 full page advertisers, one double spread, 6 half-page advertisers and the usual number of small fellows.

"Even with all this advertising we had to omit some, rather than to increase again the size of the paper, which we did do before we finally got to press. This is the fifth *Poultry Annual* we have gotten out. The first had 81 columns of advertising, the second 108 columns, the third 110 columns and last year 111 columns, and personally I never dreamed that it would be possible to get together so much advertising as this. And all at card rates, too."

Examination of the *Poultry Annual* quite bears out Mr. Whitney's enthusiasm.

"What Will He Do With It?"

A certain Publisher in a highly competitive situation now has the opportunity to attain a commanding lead in circulation.

A certain Circulation Man offers to conduct the campaign, his recompense to be based entirely upon Results.

If no results, no recompense.

* * * * *

The Commanding Lead in Circulation would be worth many thousands of dollars to this Publisher.

And the Circulation Man's Plan is such that if no addition to the circulation results, there is no cost to the Publisher. Weigh that!

The publisher has to pay only in proportion to the addition to his circulation. If no addition—no pay, and no cost.

The Opportunity is the Publisher's: "What will He do with it?"

If some other publisher has a similar circulation problem, and would be interested in the Circulation Man's Plan, let him write "CIRCULATION MAN," care PRINTERS' INK, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON.

Secretary, J. I. ROMER.

OFFICE 12 WEST 31ST STREET,
NEW YORK CITY.

Telephone 5203 Madison.

The address of the company is the address of
the offices.

New England Office: 2 Beacon Street, Boston.
JULIUS MATHEWS, Manager.

London Agt., F.W. Sears, 50-52 Ludgate Hill, E.C.

 Issued every Wednesday. Subscription
price, two dollars a year, one dollar for six
months. Five cents a copy.

JESSE D. HAMPTON, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, Feb. 17, 1909.

The Passing of the Press Agent PRINTERS' INK has won a notable victory in its crusade against the evils of press agentism. Last summer PRINTERS' INK exposed some very flagrant abuses of the generosity of newspapers. It talked very plainly to newspaper publishers who have tolerated the press agent evil and showed them how they were actually discouraging display advertising for cash, instead, as many supposed, of advertising being encouraged by it.

Within a few months after PRINTERS' INK began its crusade some of the leading New York papers took initial steps toward abolishing the evil. Other newspapers joined, until a definite movement was on foot, to which even the American Newspaper Publishers' Association lent support. The recent culmination of this movement, as reported elsewhere in this issue, is an endorsement of PRINTERS' INK's vigorous condemnation of press agents' graft, and a tribute to its initiative.

The example of the New York newspapers is bound to extend throughout the country, and will do much to put advertising on a squarer basis both before the pub-

lic and before the publisher. It is a distinct further step in the gradual "cleaning up" of the undesirable and difficult aspects of newspaper advertising.

The general advertising fraternity, including many of those who have heretofore taken advantage of free notices, are almost unanimous in considering the entire elimination of free press matter as a good thing—there seems hardly room for a reasonable contrary opinion.

Among the many points of advantage in this movement, is the fact that the absence of press matter is bound to strengthen public confidence in both the news columns and the advertising. It has been emphatically undermining to the reader's faith in advertising to stumble so often into reading matter which concealed "axes"—no matter how cleverly. The public is no longer so gullible as it has been, nor does it consider it smart advertising when it finds out, too late, that the advertiser's axe has hit it unawares. These tactics belong to a past day and generation when people thought it very clever to be fooled by a startling news headline and gently led to the block to receive the advertiser's axe on their necks. The public prefers straight advertising at present, and is likely to permanently prefer it that way.

Newspapers and Libel Possibly many have not realized the existence of an astonishing epidemic of libel, not only in this country, but abroad. The article in this issue describes the many large and nationally important libel cases pending in this country, but says nothing of those abroad. Lord Northcliffe told a prominent American publisher during his visit here that he stood to lose nearly \$750,000 for libel in his newspapers. The case which cost him most was the soap trust case, which concern, having been forced out of existence by popular clamor, blamed Lord Northcliffe's papers, and was able to convince a jury of real damage. The famous Harden

case in Germany, and equally prominent cases in France, show a rather peculiar world-wide epidemic of libel.

The subject is made particularly timely by the recent introduction of legislation in Canada, aiming to restrict the bringing of libel suits so that flimsy and "spite" cases would be eliminated and libel confined to cases of real injury.

One of the most potent abuses of the libel laws in America has been the political and purely harassing effect of suits. A large number of libel cases never come to trial, and are never meant to be pushed. The mere filing of a libel suit has been and is used as a weapon against newspapers. A law such as Canada has drafted should be a boon in this country.

Newspapers as a class do not aim to injure anyone, and far too frequently damages are awarded on clear cases where newspapers were not to blame and had not the slightest animus. Cases of this kind are frequently due to enterprising lawyers who fan a spark of resentment in an "injured" party and carry it through for plain profit.

If these lawyers, like the obnoxious "ambulance chasers," could be held within bounds, and if politicians would be less touchy, there would be surprisingly little libel.

Newspapers as National Market Builders In this week's issue of PRINTERS' INK is told an interesting story of an ad-

vertiser who is slowly but surely building up toward a thoroughly national market by means of newspaper advertising. The story of the progress already made by this advertiser and his plans for the future show, as no abstract argument could possibly do, the place of the newspaper in advertising, and the absurdity of trying to claim omnipotent advertising power for any class of medium. Here is shown how the newspaper is the great staff by which con-

cerns with concentrated or "spotted" distribution can build up their field toward more national distribution, when the magazines become the logical medium, though the newspapers still remain the powerful local concentrating force.

No manufacturer who sells a generally used article is too small to get a trademark and begin to advertise in newspapers.

If more newspapers would make persistent efforts to talk to manufacturers about this, their great lever for business, newspaper columns would see far more foreign advertising than at present. It is up to the newspapers to reach more advertisers with facts such as this Guyer hat campaign article gives, and argue for business which the newspapers should have.

Honest Agents PRINTERS' INK is in receipt of the

following letter from L. Roy Curtiss Advertising Co., Commerce Building, Kansas City, Mo.

Upon receipt of the latter, inquiry was made from the Quoin Club and the A. N. P. A., the two organizations which have to do with the recognition of advertising agents for magazines and newspapers, but both of these associations stated that the Curtiss Company was not recognized as an advertising agency.

PRINTERS' INK has compiled the most complete list in existence of advertising agents, numbering some 550, but the Curtiss Company is not mentioned in this list.

It is, therefore, to be presumed that the Curtiss Company is just starting upon its career as the original and only honest advertising agency, and that they hope to receive recognition from the various associations and also hope their honesty will be recognized and appreciated by advertisers.

The letter follows:

Editor of PRINTERS' INK.

In your issue of December 16 you take exception to this statement we made in our booklet, "The Mark of Successful Advertising": "We introduced into the agency business common honesty."

The booklet was prepared primarily for local consumption and bears specifically upon local conditions—we know whereof we speak.

Further, we are familiar with the operations of many agencies in the country, large and small, and we believe that they are not conducted with "common honesty" for a foundation, as we interpret the phrase.

Since the question has been raised, we, as well as advertisers the country over, would like to know how many and which are the honest agencies.

What agencies refuse to handle shady investment, medical and liquor accounts?

What agencies refuse to handle *any* proposition about which *every* fact cannot be made public?

What agencies refuse to spend a client's money unless favorable returns are reasonably certain?

What agencies ignore in all cases ties of friendship, etc., and spend their client's money only in media which experience and observation have proven satisfactory?

What agencies give to their clients, no matter how small, the best service of which they are capable?

What agencies refuse to prepare or place advertisements for any commodity which will not be completely satisfactory to the purchaser?

What agencies will guarantee to make good any loss suffered through investment in propositions advertised by them?

What agencies are in all cases honest with the publishers and refuse to split commissions?

To the above questions the L. Roy Curtiss Advertising Company can answer for one, "We do." We will be glad to learn of all other agencies who stand upon the same ground of "common honesty"—to them we will extend the right hand of fellowship.

Very truly yours,
L. Roy CURTISS.

Comment on the statements in this letter seem unnecessary to advertising agents, general advertisers and publishers who are thoroughly acquainted with the methods in force in the largest and smallest advertising agencies.

There has been, however, for many years too great a tendency to impugn the advertising agent with dishonest motives whenever an account is secured or lost, or when a radical departure is made in the selection of lists and advertising media; and a regrettable feature is that advertising agents themselves are likely to be the most severe critics of other agents.

To successfully conduct an advertising agency, honesty is as necessary as brains and capital. It may not be necessary for all

agents to be absolutely honest in all departments of their business, but the successful agency cannot be conducted without at least as much honesty, or perhaps more, than is found in a manufacturing or a wholesale enterprise, for example.

It is very likely that the advertising agent has more to gain by sharp practices than many other business men, and that very few general advertisers have the facilities for knowing the rates paid by the agents to many newspapers or all the magazines. There are very few who could be absolutely sure that their advertising agent did not have confidential relations with some publishers which meant a larger commission on the use of their publications; and it is undoubtedly true that some agencies do secure extra concessions which are equivalent to an increased commission with many of the weaker publications.

But when Mr. Curtiss states that he is going to introduce common honesty into the agency business, he is deluding himself with the impression that he has made a great discovery. Broadly speaking, all advertising agents are honest, because they cannot secure or hold accounts if they are dishonest.

The agent depends entirely upon the success of his clients. If their advertising campaigns are failures, they either change their agent or cancel their advertising. If the agent overcharges the advertiser, it does not take long for at least a dozen competitors to inform the advertiser.

There are probably a great many agents who do not do all of the things that Mr. Curtiss proposes to do.

It is still possible to find agencies who handle any kind of investment propositions and few agencies who do not handle medical or liquor accounts.

PRINTERS' INK does not know of any agency which refuses to handle "any proposition about which every fact cannot be made public."

Some advertisers probably would not desire to tell the pub-



Collier's

The National Weekly



COLLIER'S has made a place for itself with every one interested in the Automobile. By pen and picture it has stimulated the industry and this is why among magazines Collier's has maintained a particularly strong position during the past six years, leading all mediums every year excepting one. (See table below.)

COLLIER'S is worthy of the minute study of every automobile advertiser who seeks a broad, national market. It invites inquiry and the opportunity to submit more facts which can not fail to be interesting.

The readers of Collier's pay over \$2,500,000 a year in subscriptions. This is the largest subscription income obtained by any publication. Our readers can and do afford the best.

Where Automobile Manufacturers Place Their Advertising

The figures show the total number of agate lines of automobile advertising published by the five leading mediums during the past six years.

| | 1903 | 1904 |
|---------------------|--------|--------|
| | Lines | Lines |
| Collier's | 30,585 | 32,503 |
| S. E. Post | 23,585 | 29,030 |
| McClure's | 20,136 | 26,244 |
| Harper's | 18,098 | 22,398 |
| Scribner's | 16,453 | 20,350 |
| | 1905 | 1906 |
| Life | 45,378 | 45,956 |
| Collier's | 45,239 | 38,691 |
| McClure's | 33,480 | 36,116 |
| S. E. Post | 31,548 | 27,188 |
| Harper's | 29,588 | 26,614 |
| | 1907 | 1908 |
| Collier's | 50,591 | 36,511 |
| Life | 43,908 | 32,027 |
| Country Life | 29,172 | 31,054 |
| McClure's | 27,586 | 18,161 |
| Scientific American | 25,133 | 17,753 |

These figures, covering a period of six years, are an indication of how the Automobile industry ranks the leading advertising mediums.



E. C. PATTERSON

Advertising Manager

NEW YORK

BOSTON

CHICAGO



lic many things that they have been years in finding out about their own products, as in telling the public they would naturally be informing their competitors.

"What agencies refuse clients' money unless favorable returns are absolutely certain?"

Practically every successful agency refuses dozens of accounts every year which the agent knows by experience have no possible chance of succeeding. It has been many years since advertising agents would risk their reputations by filling an advertising graveyard.

"What agencies ignore in all cases ties of friendship, etc., and spend their clients' money only in media which experience and observation has proven satisfactory?"

Again, the answer is practically all the successful agencies.

"Ties of friendship" count for very little in the preparation of a list. It more often happens that the "ties of friendship" between the advertiser and the solicitor of publications have to do with an unworthy publication being placed on a list than otherwise. Most any agent can recall dozens of instances where the advertiser has insisted on the use of publications almost worthless to him on account of friendship with the publisher or solicitor.

Mr. Curtiss asks what agents give their clients, no matter how small, the best service of which they are capable?

The answer is again the same. There are many agents who will not accept small accounts, but those who do usually work overtime to give the advertiser service that will allow him to grow. It is very likely that many advertising agents spend more in developing a small account than they get out of it. This is perhaps the reason many agents do not care for small accounts.

To answer another of Mr. Curtiss's questions, PRINTERS' INK does not know how an advertising agent can satisfy himself that the commodity which the advertiser is selling will be satisfactory to the purchaser.

If the advertiser is selling socks, the agent might wear the socks a few months before he started the campaign and in that way be sure that the customer would be satisfied. He might, also, smoke the advertiser's cigars, drink the advertiser's Coca-Cola, eat the advertiser's Cascarets, etc. Of course Mr. Curtiss would.

When Mr. Curtiss asks what agents refuse to split commissions, he asks a question that lots of people would like to have answered.

It is without doubt true that commission splitting is extremely common, but the last year has seen less of it than ever before in the history of the business. Twelve or fifteen of the most prominent agents do not split commissions, and many of the smaller agents do not divide with the advertiser. The agent who really tries to give "service" cannot split commissions, because service costs money and is worth "full commission" to any advertiser.

The advertising agency business is on as clean basis as any business of any considerable proportions in this country. The advertising agents are capable, honest and have been, and are of tremendous value to the manufacturer who wishes to increase the sale of his goods.

The advertising agency business has in the last few years attracted more bright, highly trained men than any other business or profession, not excepting law or medicine. It is ridiculous to presume that a business as large and growing as the advertising agency business is could attract and hold the men it does if the business were not clean, honest and legitimate.

PRINTERS' INK's advice to Mr. Curtiss is to postpone the establishment of his advertising agency until he can have a few years' experience in one of the large Chicago, New York or Philadelphia agencies. His ideas will then probably change and he will undoubtedly be of more value to the advertiser, whom he seeks to serve, than at the present time.

WHAT THEY THOUGHT OF
THE ANNUAL REVIEW
NUMBER.

That PRINTERS' INK placed before its subscribers an unusual and helpful Annual Review issue on January 20th seems to be evident from the many letters received. Following are a few of them:

Permit me to offer my sincerest congratulations on your big issue of January 20th. It was indeed a number of which you may be proud.

PRINTERS' INK has always been to me a most interesting publication, even in the days when I was a dramatic editor on a Boston paper. The reason that I got that job was because I was the only man on the publication that owned a dress suit: a necessary thing for the first night performance.

PRINTERS' INK has been in the past a good and reliable journal for advertising men and all persons interested in the game. Under the able direction of the bright young men who now direct its fortunes, it will grow stronger than ever before.

Wishing you and the "Advertising men's Bible" long life and prosperity, I am,

EUGENE ALLEN,
Advertising Detective,
The New York Clipper.

I spent a greater part of Sunday evening looking over your January 20th issue and I want to commend it unqualifiedly as something to be proud of.

B. MATHEWSON,
Eastern Manager, *Collier's*.

Allow me to congratulate you on the splendid annual review number of PRINTERS' INK.

The able and comprehensive manner in which you have reviewed the past year's work and the forecast for the future are most praiseworthy and I sincerely trust the coming year will prove a most successful one for PRINTERS' INK.

GUY S. OSBORN,
St. Louis *Globe-Democrat*.

I have yours with copy of the annual review number of PRINTERS' INK, and have already gone over a portion of the good stuff contained therein. I consider your criticisms, reviews and articles of similar nature by far the best and most instructive now being put out by any publication.

D. O. WRIGHT,
American Tobacco Company.

PRINTERS' INK for January 20 is a beauty, and I congratulate you.

PAUL BLOCK,
Special Representative.

I am in receipt of your communication of the 21st. When my clerk handed me the January 20th issue of PRINTERS' INK—the Annual Review

Number—I thought two or three copies were stuck together. I found, however, I was mistaken and that the fatness of this issue represented in itself one complete number.

I haven't had time to read it through, but as I have just skimmed the outside edges, of course the two most interesting pages to me seem to be pages 35 and 71—containing our advertisements.

But seriously, it looks to me as though there was a store of information in this issue, and I most heartily congratulate you. If anyone will read this issue through carefully (and all of them will do it, including myself) they cannot fail to be impressed with the fact that the word "advertising" is a mighty force and PRINTERS' INK is helping more now than ever to make known the glad tidings.

I have noticed a wonderful improvement in PRINTERS' INK during the past few months. You must know that or else I should not have been so willing to give you a year's contract, which you know I have just done. There is a great work for PRINTERS' INK to do, and I know you will do it. I certainly want to congratulate you.

With kind regards and best wishes, I remain,

W. A. WHITNEY,
Advertising Manager,
Orange Judd Company.

Your Annual Review number is not only a "corker" but also an un-corker of enthusiasm. It is the best issue of PRINTERS' INK ever published; comprehensive and useful to everyone interested in advertising, and inspiring to all who work for the love of it.

The *Standard Union* has no excuses to offer or apologies to make for its advertising record of 1908. There has been no retrogression—we carried more advertising than we ever did in one year before. Some Greater New York papers explain in detail why they went backward, and also how much less their loss was in comparison with the other fellow's loss. But none of them used as much space in PRINTERS' INK during 1908, I believe, as we did.

PRINTERS' INK helped wonderfully in our task of making 1908 our banner year.

R. F. R. HUNTSMAN,
Advertising Manager,
Brooklyn *Standard Union*.

I have your letter of the 21st and have looked over your issue of January 20th which I read with a great deal of interest. This is certainly a splendid number, and I am very glad to see that you have introduced the feature of publishing a list of all the new advertisers which appeared during last year.

I congratulate you upon the splendid progress which PRINTERS' INK has made since you have taken the management of it.

W. M. L. COLT.
Manager Adv. Department,
Hampton's Magazine.

I want to congratulate you on the current number of PRINTERS' INK, issue of January 20th, which has just reached my desk. It is chuck full of good

things of vital interest to the live advertising man. You have every reason to feel proud of the good showing of publishers' advertising and interesting articles represented in this number.

With best wishes, I am

DAN A. CARROLL,
Special Representative.

There is no question but what you are right in your statement of the 21st inst. regarding the Annual Review number of PRINTERS' INK. It is certainly distinctive in number of pages and in value of the matter it contains.

If my humble opinion is of any value, you may put me down for one great big congratulation to you and your co-workers, who so greatly developed this medium in so short a time. May it continue to grow!

With best wishes,

RALPH TRIER,
Vice-President
Frank V. Strauss & Co.

I have just returned to Chicago after an absence of a fortnight, and in going over the things on my desk, find the copy of PRINTERS' INK for January 20th—the Annual Review Number.

I want to congratulate you on this issue. While I always find PRINTERS' INK interesting, this number is very notably so.

With kindest regards,

Very sincerely,
FRANK B. NOYES,
Ed. and Pub. Chicago Record-Herald.

Your Annual Review Number, January 20th, is a corker, and I congratulate everybody who had a hand in it, from the manager down to the office boy.

E. C. PATTERSON,
Manager Advertising Dept., Collier's.

The number of PRINTERS' INK which has just reached us, consisting of 144 pages, reflects not only credit on the new management of the publication, but reveals the possibilities of a weekly advertising journal.

I fear there was a time in the history of PRINTERS' INK when most of the influence was exerted among the very smallest advertisers, and the monthly pabulum was not suited to the capacity of the small mail order man or casual retail advertiser. Judging from its recent performances, it gives every promise of a career that will be welded very closely with the best and most important interests of modern advertising.

RICHARD A. FOLEY,
The Richard A. Foley
Advertising Agency.

Please accept from us our hearty congratulations upon the Annual Review number of PRINTERS' INK. It is a most valuable compendium of useful and interesting information for the advertiser, almost overwhelming in its unusual and impressive magnitude. It easily marks the climax of PRINTERS' INK achievement. May higher ones follow.

F. H. SISSON,
Secretary
American Real Estate Co.

I have just been looking over the January 20th issue of PRINTERS' INK, and must say that you have every reason to be proud of it.

It does not seem possible that a publication could make such rapid strides in so short a time. It certainly demonstrates what energetic and intelligent efforts can attain.

With best wishes for your continued success, I beg to remain,

H. J. PRUDDEEN,
Secretary, Hampton Advertising Co.

Even at this late date I want to tell you what a "corker" your Annual Review number was.

I haven't read it all yet, but I am working away industriously. It's such a big, meaty number that it can't be digested in a minute. You have likely seen so much of this issue that you don't appreciate how tremendously impressive was the bulk. Honestly, I didn't think you could get that number of pages into a publication the size of PRINTERS' INK.

I want to congratulate you on the resurrection of Brother Fairman. I hope he will keep his griddle hot continuously. It strikes me that PRINTERS' INK is a very live wire these last few months—and the reason isn't hard to find. The new blood will doubtless make PRINTERS' INK the lustiest class publication in the country when it reaches its majority—if it isn't already that.

B. E. CHAPPELOW,
Chappelow Adv. Co., St. Louis.

I have always thought well of PRINTERS' INK having read it occasionally before you became interested, but after then I have tried to peruse it every week and have found it a wonderful little medium which has doubled in its interest during the past few months. Every issue is brimful of good wide-awake stuff which proves most interesting to one who is only a casual observer of advertising.

J. T. SKELLY,
Manager Sporting Powder Division,
E. I. du Pont de Nemours Powder Co.

Right here I want to compliment you on the improvement in PRINTERS' INK. That annual renew number was a corker—and every issue shows the infusion of new blood with telling effect.

G. H. E. HAWKINS,
Adv. Mgr., N. K. Fairbanks Co.

CHICAGO, Feb. 9, 1909.
Just ran across that "Annual" again—it was indeed a treat. I recall that the night I took it home I was literally buried in it, and nearly forgot the evening meal until "the better half" appeared on the scene with the words "PRINTERS' INK again."

The president of an "Ad Club" out West wrote me recently, that he would welcome any suggestions, "stunts" or original ideas in the advertising line. I replied that I didn't know of a better single channel to further that end than PRINTERS' INK. If I have erred, please correct me.

I am now Western representative of the *National Sportsman*. Very truly yours,

W. R. KOPALD.

POOR RICHARD CLUB DINES.

Benjamin Franklin's birthday, which fell on a Sunday this year, was celebrated by the Poor Richard Club of Philadelphia on the following day, January 18, with a dinner in the Clover room of the Bellevue-Stratford. The event also marked the third anniversary of the Club. Some 125 members and guests were present.

Franklin is regarded as the patron saint of the club and his virtues and achievements formed the burden of the speechmaking. Advertising was only casually mentioned and the one man scheduled for a formal talk on the subject, John Wanamaker, on the "Future of Advertising," was unable to be present. It would have been difficult to distinguish the gathering as one of men whose daily work has to do with advertising. Those who contributed eulogies of Franklin were Clarence K. Arnold, president of the club; J. Henry Williams, who talked on "Franklin, the Mason;" the Rev. L. C. Washburn, or "Franklin, the Churchman;" former Governor John S. Wise, of Virginia, on "Franklin, the Printer," and J. Thompson Baker. Samuel G. Blythe, the magazine writer and Washington correspondent, made a humorous speech on "Diplomacy in Dining," after the style of his recent sketch on that subject in the *Saturday Evening Post*.

One of the features of the dinner, the *piece de resistance* of the menu, to speak literally, was moose, real moose, killed by Thomas Martindale in the Maine woods last October and carefully preserved for the delectation of his fellow-members and guests of the Poor Richard Club.

9,059-Word Business Book Free

Simply send us a postal and ask for our free illustrated 9,059-word Business Booklet which tells how priceless business experience, squeezed from the lives of 112 big, broad, brainy business men may be made yours—yours to boost your salary, to increase your profits. This free booklet deals with

- How to manage a business
- How to sell goods
- How to get money by mail
- How to buy at rock-bottom
- How to collect money
- How to stop cost leaks
- How to train and handle men
- How to get and hold a position
- How to advertise a business
- How to devise office methods

Sending for this free book binds you to nothing, involves you in no obligation, yet it may be the means of starting you on a broader career. Surely you will not deny yourself this privilege, when it involves only the risk of postal—a penny! Simply say "Send on your 9,059-word Booklet." Send to **SYSTEM**, Box 2, 151-153 Wabash Ave., Chicago

Thomas W. Lawson is again in the magazines. This time he is writing for the *New England Magazine*, which is deriving much circulation benefit from the story. In a circular it says that "firm-hearted men and women everywhere" who are equipped for Mr. Lawson's "soul soaring" should read the articles. His forked pen, it says, canters to a gallop and reaches the "wild, weird, wizarding wakon, which signboards America's finish."

\$50 For Your Idea

\$5 EACH For Your Ads

A proprietary medicine advertiser authorizes me to make the above offer for a selling plan and line of copy that he accepts.

The medicine is a liquid tonic preparation of genuine merit retailing at 50c.

The owner's idea is to push the sales in cities and towns of from 10,000 to 100,000 population. The natural channel for the publicity is the local daily paper. The plan would be tried in some section of New England.

Submit a written outline of your selling scheme and copy for one or two advertisements.

The practicality of the idea is what will count—not the name of the one who submits it.

E. H. BRACKETT, 2 Beacon St., Boston, Mass.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.
Publication Office: KNICKERBOCKER THEATRE BUILDING, New York City

Yessiree! It is the truth! 5,100 (growing) circulation—buying subscribers in a community of producers. Wealthy people and highly paid skilled workmen. No strikes. Satisfied citizens who live well. Want the business? The *Washington (Pa.) Record* has a remarkably low advertising rate with a quality circulation that is second to none anywhere. What have you got? Our people will eat it, wear it or use it. Rates on request. *Washington Record*, Wash., Pa.

The "Worst Ad" Contest

Printers' Ink offers a cash prize for "Worst Ad" examples which have appeared within 3 months. Send in examples, with a short letter telling why the ad is bad advertising

NO. 6.

J. HERBERT TOAL.

Advertising Specialist.

BINGHAMTON, N. Y., Jan. 16, 1909.

Dear Teacher.

Perhaps you'll be surprised at the new use for hosiery.

Possibly this brand is of such exceptional shape that women have decided



to use hosiery in place of the face veils in style in Turkish lands.

Even the poor girl in the ad is so badly "cut up" that the surprise is very apparent.

Up to now I have always connected hosiery with feet—although I have seen "stocking caps."

Can you enlighten your scholars on this new fashion?

Yours for advertising,
J. HERBERT TOAL.

ANOTHER ROAST FOR NO. 6.

THE CHURCH PUBLICATION BUREAU,
SCRANTON, PA., Jan. 18, 1909.

Editor of PRINTERS' INK:

The enclosed page advertisement of Onyx Hosiery should take its place as the "limit" in poor advertising.

The text contains nothing that might influence one to purchase "Onyx" hosiery, though a glance at the top tells of a peculiar place for them. Other kinds are usually worn elsewhere than "on the lips."

The lady who occupies so much valuable space is evidently suffering excruciating pain. No wonder—for who could cough up such misspelled portions of the alphabet without dire results?

Typographically there is as little to commend as in the text and illustration(?)

Yours truly,
J. R. MOFFETT.

NO. 7.

OAK RIVER, MAN., CAN.,
Jan. 18, 1909.

Editor of PRINTERS' INK:
Inclosed please find adv. as a competitor to Worst Advertisement Competition, re PRINTERS' INK.

As this ad. is meant to excite the cupidity of agents, one-half the copy without illustration and considerable white space would be far more effective.

The copy is verbose, over-crowded, weak, and gives no explanation of the article.

Judging by the illustration, one would

GET THIS \$1200
IN ONE MONTH WITH
NEW WONDERFUL INVENTION

Best thing ever—happened for humanity. Coming to you—**THE WORLD'S GREATEST MONEY-MAKER.** Here's proof—Read what others have done, are doing and will do. "My \$1200 a month" writes M. G. Stomann, Monroe, N. J. "I make \$100 daily," writes J. Sevigne, N. Y. "25¢ in 10 minutes" writes W. A. Macarone, Brooklyn, N. Y. "I am making \$1000 weekly making go to \$100 weekly. You can—it's easy. Start as they did—at home, in your spare time. **EXPERIENCE UNNECESSARY.** Don't be hard up, out of employment, or forever having to beg of others, being independent, prosperous, happy, known, welcomed, everywhere. **LET US SEND YOU** showing how others are getting great amounts for **Alleen Portable Bath Apparatus.** Nothing like it. Makes ideal bath, shower, tub, etc. in any form exist. God-send to town, country homes. No tube, bowl, bath, tub, etc. No plumbing. Small but mighty. Carried in Grip. Show to—sell to—work to—make to—No competition—exclusive territory. Price complete \$3.75 and up. Send for catalog. **THE ALLEN MFG. CO.** 1446 Allen Bldg. Toledo, O.

have to stand while the Automatic Applicator got in its work on the upper part of the body, but to get at one's lower limbs would require some high-class acrobatic stunts.

I should like to see the winner reproduced in PRINTERS' INK if it is any worse than this.

Very truly yours,
JAMES C. DAWSON.

NO. 7.

J. WALTER THOMPSON CO.
DETROIT, MICH., Feb. 4, 1909.

Editor of PRINTERS' INK:

Enclosed is respectfully submitted
for your "Worst Ad" contest. I have



furnished a new text, which is certainly what the facial expressions convey, and which has fully as much connection with the picture as the one in type as it appeared.

Yours truly,
C. C. BATTELLE.



NO. 8.

ROCHESTER, N. Y., Jan. 25, 1909.
Editor of PRINTERS' INK:

Enclosed please find a couple samples of Freak Advertising, one of which was taken from a recent copy of an Ithaca paper, and another from a copy of an

Allentown, Pa., paper. It strikes me that they may be bad enough for mention in your columns.

Yours very truly,
JOHN S. BRIGGS.



do this. Do this—draw razor blade between thumb and fore-finger moistened with "3 in One." Rub a few drops into strop. Then strop.

The microscopic saw teeth of a razor's cutting edge rust. This dulls the blade. "3 in One" prevents surface rusting. Stropping wipes the edge clean, breaking off all dull rusted steel particles. You get a brand new set of sharp teeth for every shave.

Just try this honestly one week. Write today to THREE-IN-ONE OIL CO., 118 New Street, New York City, for sample bottle and special circular. Both free.

NO. 9.

PHILADELPHIA, Feb. 1, 1908.
Editor of PRINTERS' INK:

In the name of merciful advertising what is this? Is it a nightmare charnel-house? I'll not read any ads again. Am I right?

JOHN LEBOW.



NO. 10.

INDIANAPOLIS, Jan. 28, 1909.
Editor of PRINTERS' INK:

You'll have a hard time beating this Duplex Fountain Pen ad. For typographical perversity and lynx-eyed optical effect, who knows anything worse?

I never saw an ad so anciently gotten up and so ineffective as this ad. What on earth is "Bustanoby"? Your Mr. Frederick, of foolish name article fame, ought to roast it.

L. B. PHILLIPS.

IT would be an excellent idea for you to plan to do something in 1909 which you have probably not done in the past.

Make up your mind to issue monthly, or semi-monthly, a series of matter to go out through the mails to your customers and possible customers, explaining your reasons for being in business and soliciting orders in a sensible and convincing manner.

Such work helps to hold customers by meeting and counteracting the arguments of the other fellow. It brings new business and constantly increases your field and the number of accounts on your books. Such a campaign may be in the form of novel folders, booklets, letters—whatever may be best adapted to the particular needs of your business.

We make a specialty of preparing, illustrating and printing, in the finest possible manner, unique and attractive series of this class of matter. If you have never done any of this kind of advertising, you ought to, as it is the most direct, effective and economical way of keeping in touch with the trade. If you have used it, you have probably fallen into a rut from which we can lift you to your satisfaction and advantage.

THE ETHRIDGE COMPANY

HARTFORD BUILDING

41 Union Square, New York City

Telephones { 4847 Gramercy
4848

COMMERCIAL ART

By GEORGE ETHEridge, 41 Union Square, N. Y.

Art connoisseurs, while recognizing the value of an appropriate frame, do not fall into the error of buying a frame regardless of what it may enclose, or paying a large price for an artistic frame and then putting a chromo in it. Advertising space may properly be likened to a picture frame.

The picture, and this term necessarily includes the copy, is the thing. Paintings are in existence which even J. P. Morgan cannot buy—although he might easily buy the frame. There seem to be a good many advertisers who do not realize that the picture is the thing; that the ad is of more importance than the white space.

In comparing advertising space with a picture frame, let us take as a standard the *Ladies' Home Journal*—by reason of its high rate and its admitted value as a medium.

A page in this publication costs the advertiser \$5,000. This expenditure represents the frame only. Considered as an advertisement, it has no more value than a piece of cigarette paper. Everything depends upon what is put in the frame.

Yet, the average advertiser, having paid \$5,000 for his frame, would shed real tears if any one suggested paying \$5,000 for the picture to put in it—which would be, when you come to think of it, a most reasonable and sensible thing to do.

If the white space is worth \$5,000, why is it not a sensible thing to spend that sum or even more on something which will make the purchase of the white space a real advertisement?

Having secured this valuable frame, why should not the advertiser spend enough money on his picture to make it relatively valuable?

Pears' paid fifty thousand dollars for Sir John Millais' "Bubbles," and the mere fact that they did so was a profitable advertisement in itself—to say nothing of the high value of the picture, its appropriateness as an advertisement for Pears' Soap and its continued usefulness over a long period of years.

* * *

Here is a Calvert's Tooth Powder advertisement, in the execution of which the value of white space has been ignored.

Nearly all the space is occupied



by the name of the preparation. Even that, judging from the box in the corner, isn't a representation of a trademark name or a distinctive form of lettering.

This advertisement appeared in a high-priced magazine. The white space upon which it appeared cost considerable money, yet it is used almost exclusively for sign-board purposes, and the small space set aside for text contains nothing of any particular interest or value.

* * *

This Humpty Dumpty Circus advertisement is a different kind of example of a peculiar use of valuable space. The clown on the elephant is excellent—he illustrates the advertisement in an appropriate manner.

But what have the two buildings got to do with it? Are the little folks expected to be more

charmed with the toys just because they see a picture of the big buildings in which they are made?

Who cares whether the toys



are made in two big factories or in one small one?

* * *

Few advertisers seem to realize how much space illustration or design eats up—and, therefore, the importance of using the space with wisdom.

The border design on this Universal Business Institute advertisement takes up by actual measurement about one-fifth of the entire



space. Is it worth the space? Does it have any real meaning that will help to influence the minds of those who see it?

If it doesn't, it is plain that one-fifth of the money which this insertion cost is wasted—for the reason that it would have been possible to occupy the same amount of space with a picture which would have helped to bring business.

A SCORING FOR PRESS AGENT EVILS.

Mr. M. E. Nichols, editor and publisher of the Winnipeg *Telegram*, made a very good address before the Winnipeg Ad Club recently. He told local advertisers some sound truths about advertising in general, and then scored press agent evils.

"I want to say something," he said, "of the pernicious influences of the press agent. Do not mistake the character of the individual I have in mind. There are press agents and press agents. There is the press agent, though he may not be so termed, whose effort goes hand in hand with legitimate advertising, and there is the press agent whose employers are not advertisers, but are great believers in free notices, free writeups, free illustrations, and in fact, anything in the free line that printers' ink, editorial incompetence and loose business management can do for them. You, Mr. Advertiser, and you, Mr. Publisher or Printer, have a common danger from this type of press agent. His is unpaid publicity, yours is paid publicity. Very often you are in competition. He is, therefore, a menace to the advertiser who pays for his space and the enemy of the reader, who is entitled to the space which the press agent monopolizes with his bastard advertising.

"The devices of the press agent are manifold, and you may not always recognize him on first sight, but generally speaking, I am disposed to suspect semi-business contributions offered by a man who is not a legitimate advertiser or unlike our friend, Mr. Rowland, who is in search of publicity for public purposes. Thus, Mr. Rowland, commissioner of the Winnipeg Industrial Bureau, might be termed a publicity agent—not a press agent. I am inclined to think that all of us should sharpen up our suspicions of this smooth individual and give a square deal to legitimate advertisers and a square deal to newspaper readers. If the professional press agent got fewer notices the legitimate advertiser would get more, and the advertising manager would not suffer nervous collapse when he sees in the Saturday magazine a page or so of unpaid illustrated matter which he had vainly endeavored to secure as paid advertising.

"To my mind, the experience of the past few years has conveyed one unmistakable lesson, and that is the futility of what we might term trick advertising. For a long time there was an idea that there was some sort of magic charm in advertising, and that the man who knew how to give the required touch to the public pulse could get all the business and all the buyers he required. It may be that a few phenomenal successes which could be traced chiefly to skilful and extensive advertising were responsible for the often reckless confidence displayed in advertising space, whether intelligently or ignorantly used. But I think you will agree with me that this stage of advertising has vanished."

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA

Anniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,270. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1907, 6,619. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

CALIFORNIA

 **Oakland, Enquirer.** (Consolidation Enquirer and Herald.) Average Dec., 1908, 49,703. Largest circulation in Oakland guaranteed.

Sacramento, Union, daily. The quality medium of interior California.

COLORADO

 **Denver, Post,** has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 53,069; Sunday, 81,222. This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgewater, Morning Telegram, daily** Average for Jan., 1909, sworn, 13,527. You can cover Bridgewater by using Telegram only. Rate 1½¢ per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,580. Average for 1907, 7,743.

Meriden, Morning Record and Republican. Daily average 1908, 7,672; 1907, 7,769.

New Haven, Evening Register, daily. Annual sworn average for 1908, 18,864; Sunday, 13,667.

New Haven, Leader. 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,570.

New Haven, Union. Average 1908, 18,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1908, 6,104; average for 1907, 6,047; for 1908, 6,739.

Norwalk, Evening Hour. April circulation exceeds 3,500. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,325; Sunday, 6,243.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,762 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. Jan., 1909, 12,873. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union, morning. Average for January, 1909, 16,772; Sunday, 18,480.

Tampa, Tribune, morning. Average 1907, 12,516. Largest circulation in Florida.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 1908, 2,561.

ILLINOIS

Aurora, Daily Beacon. Goes into homes. June, '08, 7,904; July, 8,896; August, 9,469.

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Chicago, Breeder's Gazette, weekly. \$2. Average for 1906, 8,742.

Chicago, Dental Review, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



Chicago Examiner, average 1907, Sunday 628,612, Daily 165,342, net paid. The *Chicago Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The *Sunday Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the *Chicago Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

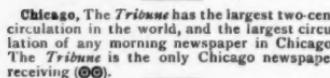


Chicago, Journal Amer. Med. Ass'n., weekly. Av. for '07, 52,317; Jan., Feb., March, '08, 53,087.

Chicago, National Harness Review, monthly. 5,000 copies each issue of 1907.

Chicago, Record Herald. Average 1907, daily 121,664; Sunday 218,464. It is not disputed that the *Chicago Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, Tribune, has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (OO).

Galesburg, Republican-Register, Eve. Jan. av. 6,709. Double circulation other Galesburg daily.

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Libertyville, Business Philosopher, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

Peoria, Evening Star. Circulation for 1907, 21,659.

INDIANA

Evansville, Journal-News. Av. 1907, 18,153. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News, daily and weekly. Daily average 1907, 1,877; weekly, 2,642.

South Bend, Tribune. Sworn average year ending Dec. 31, '07, 9,339. Best in No. Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1908, 9,139. "All paid in advance."

Davenport, Times. Daily aver. Jan., 17,135. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, Publisher. Circulation for 1907, 41,883. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, Times-Journal, morning and eve. Daily average, 1907, 11,348; Sunday, 13,555.

Washington, Eve. Journal. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, 4,670; first 5 mos. 1908, 4,787. E. Katz, Special Agent, N. Y.

KENTUCKY

Harrodsburg Democrat. Best county paper, best circulation; largest county paper, largest cir.

Lexington, Herald, D. av., 1908, 7,184. Sunday, 8,255. Week day, 7,006. Com. rates with *Gazette*.

Lexington, Leader, Av. '06, evening 8,187. Sun. 6,798; for '07, eve 8, 9,390. Sun, 7,162. E. Katz.

Louisville, The Times, evening daily, average for 1908 net paid 43,940.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,394,438.

Augusta, Kennebec Journal, daily average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 28,422.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1907, 8,012.

Portland, Evening Express. Average for 1907, daily 13,014. Sunday *Telegram*, 8,865.

Waterville, Sentinel. 1907 average, 8,118 daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, American. Daily average for 1908, 74,702; Sunday, 92,879. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1908, 84,393. For January, 1909, 77,483.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (OO). Boston's tea table paper. Largest amount of week day ad.

Boston, Globe. Average 1908, daily, 176,297; Sunday, 219,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The *Boston Globe* printed a total of 22,450 columns, or 6,869,700 lines of advertising. "This was 7,445 more columns, or 2,445,225 more lines than appeared in any other Boston newspaper."



Boston, Traveler, daily. Est. 1825. The aggressive evening paper of Boston. Sworn detail circulation statement recently sent to advertisers shows circulation of over 87,000, of which 90 per cent. is in Metropolitan Boston.

THE Boston Post, Sunday av., 1908, **238,846**, gain of 12,083 over 1907. Daily average 1908, **255,534**, gain of 11,554 over 1907.

Only three Sunday newspapers in the country—outside of New York City—exceed the circulation of *The Boston Sunday Post*.

Only one morning newspaper—and that in New York—exceeds the circulation of the *Boston Daily Post*. Not over two evening newspapers in the country outside of New York—and only two there—exceed its circulation.

In daily display advertising The *Boston Post* leads its chief competitors, the *Globe* and *Herald*. In Sunday display advertising The *Boston Sunday Post* is second only to the *Boston Sunday Globe*. In agency advertising it leads all Boston papers, daily and Sunday. Rate 25c per ag line.

Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, Daily Item, net average circulation for 1907, 3,012.

Fall River, Globe. The clean home paper. Best paper. Largest circ. Actual daily av. 1907, 7,550.

Lawrence, Telegram, evening, 1907 av., 8,939. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1906, **15,065**; 1907, average, **16,523**. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, **18,261**.

Worcester, Gazette, eve. Av. 1907, **16,652** dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (OO). Paid average for 1907, **4,586**.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, **3,000**.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson Patriot, Average Nov., 1908, daily **8,735**, Sunday **9,502**. Greatest net circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1908, **14,330**. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1908, **19,886**; January, 1909, **20,645**.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 **23,093**. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, **87,187**; average for 1906, **100,266**; for 1907, **105,853**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, **28,281**.

Minneapolis, Journal, Daily (OO) and Sunday (OO). In 1908 average daily circulation evening only, **75,639**. In 1908 average Sunday circulation, **72,429**.

Daily average circulation for January, 1909, evening only, **74,015**. Average Sunday circulation for January, 1909, **71,709**. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance.) The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1907, **64,262**.

CIRCULATIN' Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily.

The Sunday *Tribune* average per issue for the year ending December, 1908, was **65,300**. The daily *Tribune* average per issue for the year ending December, 1908, was **90,117**.

St. Paul, Pioneer Press. Net average circulation for 1907. Daily, **50,716**; Sunday, **30,460**.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1907, **1,062**. Largest in town.

MISSOURI

Joplin, Globe, daily. Average, 1907, **17,080**. E. Katz, Special Agent, N. Y.

Kansas City, Post. Only Democratic paper between St. Louis and Denver. Circulation, daily and Sunday, **65,000**.

St. Joseph, New-Press. Circulation, 1907, **37,388**. Smith & Budd, Eastern Reps.

St. Louis, National Druggist, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, **10,070** (OO). Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1907, **104,666**.

NEBRASKA

Lincoln, Deutsch-Amerikaner Farmer weekly. **142,345** for year ending Oct. 30, 1907.

Lincoln, Freie Presse, weekly. Average year ending Sept. 25, 1907, **142,989**.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city. Average for 1907, **6,271**.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1907, **9,001**.

Jersey City, *Evening Journal*. Average for 1908, **26,075**. Last three months 1908, **25,021**.

Newark, *Evening News*. Net daily av. for 1908, **65,022** copies; for 1907, **67,195**; Jan. **69,289**.

Trenton, *Evening Times*. Av. 1908, **18,237**. Av. 1907, **20,270**; last quarter yr. '07, av. **20,409**.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, **16,330**. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says **The Standard Union** now has the largest circulation in Brooklyn. Daily average for year 1908, **52,236**.

Buffalo, *Courier*, morn. Av. 1907, Sunday, **91,447**; daily, **51,604**; *Enquirer*, evening, **34,570**.

Buffalo, *Evening News*. Daily average for 1908, **94,472**; 1907, **94,563**; 1908, **94,033**.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average circulation, **5,400**.

Mount Vernon, Ariz., eve. Daily av. cir. year ending Dec. 31, 1908, **4,600**. Actual daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1908, **6,239**. Circulates throughout Hudson Valley. Examin'd and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 6 mos. to June 27, '08, **10,169**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, **5,754**.

Bensinger's Magazine, Circulation for 1907, **64,416**, soc. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, **26,641** (OO).

Leslie's Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **150,000** guaranteed.

The People's Home Journal. **564,416**, mo. **Good Literature**, **456,666** mo., average circulations for 1907—allo to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1430 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending October, 1908, **10,291** October, 1908, issue, **10,800**.

The World. Actual aver. for 1907, Mor., **345,424**. Evening, **405,172**. Sunday, **483,356**.

Toughkeepsie, Star, evening. Daily average for first six months 1908, **4,466**; June, **4,591**.

Rochester, *Daily Abendpost*. Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average 1908, **16,309**; for 1907, **17,152**.

Syracuse, Evening Herald, daily. Herald Co., pub. Avr. 1908, daily **26,007**; Sunday, **40,851**.

PRINTERS' INK

Troy, Record. Average circulation 1908, **20,402**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, inc. Average for 1907, **2,542**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, **18,274**.

OHIO

Akron, Times, daily. Actual average for year 1908, **8,977**; 1907, **8,851**.

Ashtabula, Amerikan Samomat Finnish. Actual average for 1907, **11,120**.

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, **76,911**; Sunday, **88,373**, Jan., 1909, **72,500** daily; Sunday, **98,576**.

Columbus, Midland Druggist. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,217**.

Springfield, Farm and Fireside, over **1/4** century leading Nat. agricult'l paper. '07, **447,345**.

Springfield, Poultry Success, monthly av., 1907, **33,350**. 2d largest published. Pays advertisers.

Youngstown, Vindicator. D'yav., '07, **14,768**; Sy., **10,017**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1908, **8,518**; for 1907, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1908 aver., **26,905**; Jan., '09, **30,350**. E. Katz, Agent, N. Y.

OREGON

Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal**, daily average 1907, **38,800**; for Jan., 1909, **31,375**. Vreeland-Benjamin, Representatives, New York and Chicago.

Portland, The Oregonian, (OO). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Jan. NET PAID circulation, daily, **38,554**, Sunday average, **46,934**.

PENNSYLVANIA

Chester, Times, evg'g d'y. Average 1907, **7,040**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1908, **18,487**; Jan., 1909, **18,392**. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average January, 1909, **18,679**. Largest paid circulation in Harrisburg or no pay.

Johnstown, Tribune. Average for year ending December 31, 1908, **11,161**. Only evening paper in Johnstown.

Philadelphia, The Bulletin, net paid average for 1908, **240,197** copies a day. "The Bulletin" goes daily (except Sunday) into nearly every Philadelphia home."

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1908, **6,828**.

Philadelphia, Confectioners' Journal, mo. Average 1906, **5,514**; 1907, **5,514** (OO).

An advertiser wrote in the other day to say that advertising in *Farm Journal*, Philadelphia, was like casting bread on the water—you never knew when it would come back to you. He inserted a two-line advertisement in the April issue of 1908 and did not receive a single answer until some time in July, when he obtained a splendid order, the profit on which more than paid the cost of the little card. We have always maintained that the influence of a monthly paper lasted at least a whole month until its successor arrived.



Philadelphia. The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, **95,349**; the Sunday *Press*, **133,984**.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1907, **16,687**. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1908, **18,471**.

RHODE ISLAND

Newport. *The Bluejacket*. Semi-mo. The only publication devoted exclusively to the interests of alienated men of the U. S. Navy. Circulation for 1908 **8,000**. Write for advertising rates.

Pawtucket. *Evening Times*. Average circulation, 1908, **18,185**—sworn.

Providence. *Daily Journal*. Average for 1908, **20,210** (©©). Sunday, **25,861** (©©). *Evening Bulletin*, **45,373** average 1908.

Westerly. *Daily Sun*. Aver. '08, **4,859** (sworn). Only daily in field. Largest S. of Providence.

SOUTH CAROLINA

Charleston. *Evening Post*. Actual daily average 6 mos., 1908, **4,685**; June, **5,184**.



Columbia. *State*. Actual average for 1907, daily (©©) **13,052** Sunday, (©©) **13,887**. Semi-weekly, **2,997**. Actual average for first six months of 1908, daily (©©) **13,314**; Sunday (©©) **14,110**.

Spartanburg. *Herald*. Actual daily average circulation for 1908, **2,992**.

TENNESSEE

Chattanooga. *News*. Average for 1907, **14,463**. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest want ad medium. Guarantees largest circulation or no pay.

Knoxville. *Journal and Tribune*. Week day av. year ending Dec. 31, 1908, **15,885**. Week day av. November and December, 1908, **16,909**.

Memphis. *Commercial Appeal*, daily, Sunday, 1908, average: Daily, **43,786**; Sunday, **63,793**. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1906, **31,466**; for 1907, **36,206**.



Star

Memphis. *Commercial Appeal*, daily, Sunday, 1908, average: Daily, **43,786**; Sunday, **63,793**. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1906, **31,466**; for 1907, **36,206**.

TEXAS

El Paso. *Herald*, Jan. av. **9,003**. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Av. 1905, **5,827**; 1906, **6,113**; 1907, **6,635**. Exam. by A. A. A.

Burlington. *Free Press*. Daily average for 1908, **5,603**. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1908, **3,327**. Only Montpelier paper examined by the A. A. A.

Rutland. *Herald*. Average, 1908, **4,56**. Only Rutland paper examined by A. A. A.

St. Albans. *Messenger*, daily. Average for 1908, **3,132**. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Av. 1908, **3,066**; Jan., 1909, **3,563**. Largest circulation. Only evening paper.

WASHINGTON

Seattle. *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its circulation of **55,700** daily, **76,700** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. In November *Times* beat its nearest competitor **268,748** lines.

Seattle. *Post-Intelligencer* (©©). Av. for Feb., 1908, net—Sunday, **39,646**; Daily, **32,083**; Weekday, **30,874**. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma. *Ledger*. Average 1907, daily, **17,482**. Sunday, **25,002**.

Tacoma. *News*. Average 1907, **16,625**; Saturday, **17,610**.

WEST VIRGINIA

Fairmont. *West Virginian*. Copies printed, 1907, **2,800**. Largest circulation in Fairmont.

WISCONSIN

Janesville. *Gazette*. Daily average for 1907, **3,671**; Jan., '09, semi-weekly **1,832**; daily, **4,808**.

Madison. *State Journal*, daily. Actual average for 1907, **5,086**.

Milwaukee. *Evening Wisconsin*, daily. Average 1907, **28,082** (©©). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee. *The Journal*, evg., ind daily. Daily average for 1908, **55,827**; for Dec., 1908, **54,834**; daily gain over Dec. 1907, **1,049**. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

Oshkosh. *Northwestern*, daily. Average for 1908, **8,393**. Examined by A. A. A.

Racine. *Journal*, daily. Average for 1908, **4,350**; December, 1908, **4,613**.

Star



The WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877.
Actual weekly average for year
ended Dec. 30, 1907, **66,317**
Larger circulation in Wisconsin
than any other paper. Adv.
\$3.50 an inch. N. Y. Office.
Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six
months, 1908, daily, **4,877**; semi-weekly, **4,320**.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1908,
15,922; Dec., 1907, **16,436**; Dec., 1908, **16,777**. H.
DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Av.
erage for 1907, daily, **36,852**; daily Dec., 1908,
39,533; weekly aver., for 1908, **27,428**.

Winnipeg, Der Nordwesten. Canada's Ger-
man newsp'r. Av. 1908, **17,665**. Rates 50c. in.

Winnipeg, Telegram, Average daily, Oct.,
1908, **27,194**. Weekly aver., **28,000**. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907,
daily **103,828**, weekly **50,197**.

Montreal, The Daily Star and
The Family Herald and Weekly
Star have nearly 200,000 subscri-
bers, representing 1,000,000 read-
ers—one-fifth Canada's popula-
tion. Av. cir. of the Daily Star
for 1907, **62,837** copies daily; the
Weekly Star, **129,335** copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular
Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of
the requisite grade and class.

COLORADO

WANT advertisers get best results in Colo-
rado Springs Evening Telegraph. 1c. a word.

THE Denver Post prints more paid Want
Advertisements than all the newspapers in
Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington,
D. C. (GO), carries double the number of
Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Champaign News is the leading Want
ad medium of Central Eastern Illinois.

THE Chicago Examiner with its **650,000** Sun-
day circulation and **175,000** daily circulation
brings classified advertisers quick and direct
results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English
language in around or about Chicago,
reads the *Daily News*," says the Post-office
Review, and that's why the *Daily News* is
Chicago's "want ad" directory.

THE Tribune publishes more Classified Ad-
vertising than any other Chicago newspaper.

INDIANA

THE Indianapolis News, the best medium in
the Middle West for Mail-order Classified Ad-
vertising carries more of it than all the other
Indianapolis papers combined, its total in 1908
being **243,265** ads, **68,453** more than all the other
local papers had on the same days of pub-
lication. The News classified rate is one cent
a word, and its daily paid circulation over **64,000**.

THE INDIANAPOLIS STAR

Publishes more classified advertising
than any other paper in Indiana.

During the year of 1908 The Star
carried **309,48** columns more paid
WANT advertising than its nearest
competitor.

Rate, One Cent Per Word.
The only Sunday Paper in Indianapolis.

MAINE

THE Evening Express carries more Want Ads
than all other Portland dailies combined.

MARYLAND

THE Baltimore News carries more Want Ads
than any other Baltimore daily. It is the
recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great
Resort Guide for New Englanders. They ex-
pect to find all good places listed in its adver-
tising columns.

THE Boston Globe, daily and Sunday, for the
year 1908, printed a total of **417,908** paid
Want Ads. This was **233,144**, or more than
twice the number printed by any other Boston
newspaper.

THE Boston Herald, daily and Sunday, for the
year 1908, printed a total of **390,000** paid
Want Ads. This was **226,144**, or more than
twice the number printed by any other Boston
newspaper.

THE Boston Evening Transcript, daily and Sunday,
for the year 1908, printed a total of **360,000** paid
Want Ads. This was **213,144**, or more than
twice the number printed by any other Boston
newspaper.

MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in January, 1908, amounted to 147,770 lines; individual ads 20,388. Eight cents per page line if charged. Cash order one cent a word.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. Daily or Sunday.

THE St. Paul *Dispatch*, St. Paul, Minn., covers its field. Average for 1907, 68,671

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,205 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, 1908, 36,762 (OO).

GEORGIA

The Atlanta *Constitution* (OO). Now, as always, the Quality Medium of Georgia.

NEW YORK

THE Albany *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,130. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal *Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

(OO) Gold Mark Papers (OO)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty-one are distinguished from all the others by the so-called gold marks (OO).

Savannah *Morning News*, Savannah, Ga. The *Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (OO). Actual average circulation for 1908, 15,866.

Tribune (OO). Only paper in Chicago receiving this mark, because *Tribunes* as bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,546 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Commercial Bulletin* (◎◎). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Springfield *Republican* (◎◎). Largest high-grade circulation in western Mass.

Worcester *L'Opinion Publique* (◎◎), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

Pioneer Press (◎◎). St. Paul. Most reliable paper in the Northwest.

NEW YORK

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY.

Engineering News (◎◎). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

New York Times (◎◎). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *7ribune* (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (◎◎) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (◎◎). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend their money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (◎◎), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 133,984; *The Sunday Press*, 95,349.

THE PITTSBURG DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence Journal (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark. Oldest and most influential paper in tidewater.

WASHINGTON

The Post Intelligencer (◎◎). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The *Seattle Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only gold mark daily in Wisconsin.

CANADA

The *Halifax Herald* (◎◎) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (◎◎), has done big things for others by way of returns.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

ADVERTISEMENTS

I MAKE slow ads pull harder. W. M. P. KEMPTON, Ad Critic, Glenn Bldg, Cincinnati, O.

450 Bank Ads \$5

same as supplied at 50c. to \$2 each to several of the best-advertised banks in the country. Subjects include copy for Commercial, Savings, Safe Deposit, Trust Departments. Postpaid on receipt of price. Money back if not satisfied. W. LYDIATT, 941 Simpson Street, New York City.

ADVERTISING COMPOSITION

ADVERTISING Facts and Fallacies, 10 cents. SETH BROWN, Chicago. O. K. Ad. copy.

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

DARLOW ADVERTISING AGENCY, Omaha, Neb. Newspapers and Magazines.

KLINE ADV. AGENCY, ELLICOTT SQ., BUFFALO, N. Y. Mail-order campaigns.

ALBERT FRANK & CO., 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest advertising medium in the world.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

ASK Robert Tomes, 116 Nassau St., New York. Eastern representative of "Ohio Select List," of which it is a member, if the Troy (Ohio) Record ever cuts its rates. All its concessions are stated on rate card. Send for copy.

THE RED BIRD MAGAZINE, published monthly at Newton, Texas, is a 20-page publication of the highest class, being popular wherever it is read. 1,000 circulation guaranteed, 5c per copy. Advertising rates one cent per word, \$8.00 per page of 12 inches.

BOOKS

GET YOUR CLERKS INTERESTED in making the business grow. Good for any kind of employees. "The Clerks' Book," by Frank Farrington. A big value. 100 pages, 16mo, cloth bound book. A live wire. 25c, postpaid. \$12 per 100. MERCHANTS' HELPS PUB. CO., Box H, Delhi, N. Y.

COIN CARDS

\$3 PER 1,000. Less for more; any printing, THE COIN WRAPPER CO., Detroit, Mich.

CUTS

THE man who advertises should write for PLATOLOGY, a publication which contains vital information on cuts. H. J. ORMSBEE ENGRAVING CO., Syracuse, N. Y.

SHOE CUTS THAT PULL TRADE! Write for Spring cataloge; The "SHOE CUT SHOP, Cor. 7th and K Sts., Washington, D. C.

ELECTROTYPE

Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block Cincinnati, O.

FOR SALE

HOE WEBB PERFECTING PRESS for sale. Bought by us when we purchased the Woonsocket Reporter. Press prints four or eight pages. Speed 10,000 an hour. Fine operating condition. \$3000 cash buys it. Photographs and description sent on application to The Evening Call Publishing Company, Woonsocket, R. I.

FOR SALE—Four shares of a dividend-paying close corporation stock that should be owned by someone in sympathy with the controlling power. I'm not. Directors, F. W. Ayer, A. G. Bradford, J. A. Wood, all of the advertising agency of N. W. Ayer & Son, Philadelphia; R. C. L. Wry, E. W. Mattson, Directors. A dividend paying stock I no longer wish to own. For price and particulars, address W. R. ROBERTS, 107 So. 15th St., Philadelphia.

HALF-TONES

HALFTONES for the newspaper or the better class of printed matter. **THE STANDARD ENG. CO.**, 560 7th Ave., New York.

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

NEWS PAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

LETTERHEADS

LETTER HEADINGS OF QUALITY.—Distinctive—Artistic. \$1.70 to \$3.00 per M. Less in especially large lots. Coupon Bond. Other fine papers. You won't believe it but our samples will "show you." Send for them. Bank references. **"MODERN PRINTING CO."** Springfield, Mass.

MAGAZINES

"DOLLARS AND SENSE" (Col. Hunter's Great Book) free with ADVERTISERS, MAGAZINE one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. **ADVERTISERS' MAGAZINE**, 737 Commerce Building, Kansas City, Mo.

MAILING CARD AND FOLDER SERVICE

I'VE spent just 21 years of my life gaining the requisite "know-how" necessary to write snap'y copy, design attr.ct.ve typography and execute good printing.

I fully realize the relation of these three essentials to effective publicity.

Of course, having my own printing plant under my nose helps some, and I come very near getting the results that I believe best for my clients.

Just now I offer my Special Mailing Card and Folder Service to a few advertising men who have faith in this manner of circ'ling. **Men** & **Women** who are fair enough to pay me the 1 1/2% for my combination.

Are you one of them?

SAMUEL BOONE, Junior,
Advertising—
Printing. Baltimore, Md., U.S.A.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamp. **R. S. & A. B. LACEY,** Washington, D. C. Established 1869.

PHOTO-ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE:** 1664 SPRING.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

Trade Paper Opportunity

We know of two monthly trade journals which ought to be consolidated. If this were done the paid circulation would be better than 10,000; the gross business about \$55,000. It seems possible that circulation could be increased to 20,000 and gross business to \$100,000 in two years' time. Present profits would be about \$12,000 and could be increased by saving on fixed expenses. Two energetic young men should develop a fine life business on this foundation.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Businesses

253 BROADWAY

NEW YORK

SUPPLIES

MY PUBLISHER: You ought to have **BERNARD'S** Cold Water Paste in your circulation dept' for pasting mailing wrappers; clean, convenient and cheap. Sample free. **BERNARD'S PASTE DEPT'**, 11 Dearborn Street, Chicago.



WANTS

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

WANTED—Young man who has had some experience in newspaper work as assistant to advertising manager. State full particulars as to experience and give references in first letter. Address "B. M.," care Printers' Ink.

ADVERTISING SOLICITOR WANTED. One with automobile and motor boat connections preferred, to represent in Eastern States, an established and thriving automobile and motor boat journal. Box "M. J.," care Printers' Ink.

ADVERTISING Solicitor. High class man, 15 years on large, general publication. Acquainted in Western as well as Eastern territory, is open for engagement as advertising manager or representative, general or class publication. Highest references. H. H., care Printers' Ink.

Position wanted as assistant in advertising department of department store, in East preferred, by refined young woman who thoroughly understands ad writing. Best of references of ability and character. Address "MISS M. E. B.," Printers' Ink.

YOUNG MAN with ability to write ads seeks position under manager or agency, was raised on farm, attended college three years, taught four years; knows from observation and experience what appeals to the common people—the buyers. References. Address "A.H.T.," care Printers' Ink.

WANTED—A young man who is making a success of writing copy for general advertising, to specialize in new work in semi-technical popular product for home and commercial use. Must be willing to devote entire time to this work. Chance to develop in important field with manufacturer. "P. A.," Printers' Ink.

ADVERTISING SOLICITOR with general business wanted by growing western magazine to secure eastern business, and after worth is shown, to act as Eastern Representative. Commission only. State experience and prospects. Address "ETERNAL PROGRESS," 515 Rand McNally Bldg, Chicago.

ADVERTISING MAN with energy and experience desire to make change from present position. Nine years with present employers. Especially familiar with making-up and all details connected therewith. Can produce results by mail solicitation. Address, "BOX 131," Springfield, Mass.

NEWS PAPER POSITIONS—We have good openings for reporters with some experience, worth \$12, \$15 and \$18 per week. Also for linotype operators, speed not less than 4,000 minion; wages, union scale or better. All departments represented. Booklet free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

CHRISTIAN YOUNG MAN (21) with ideas, wishes to learn the Advertising or Publishing business (former preferred) from the bottom up. Understands designing and lettering. Fairly good letter composer. Week's "try out" requested. Then give me what I'm worth. Best city references. Address "P. O. BOX 8," Station L, Brooklyn, N. Y.

WANTED—A young man who has had some experience in preparing advertising copy for influencing industrial classes in the selection of machinery, to prepare copy for machinery manufacturer trade paper advertising. Five hours from New York city. Give full details in answering this advertisement to avoid unnecessary delay in concluding arrangements. Address "T. F.," Printers' Ink.

ADVERTISING MANAGER—MAN OF 30, WITH THE ADVERTISING INSTINCT, trained in the School of Experience, bumpt of initiative well developed, at present well connected with advertising agency, is open for better proposition from agency or from manufacturer to handle Advertising or Mail Order Departments. Only high class offers considered. Address, "B. N. W.," care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ANY information disclosing the present whereabouts of B. M. Silverman will be suitably rewarded. From advices at hand he is about 6 feet tall; black hair; is well-built and presents an attractive and clever appearance. He was at one time engaged in a retail business somewhere in New England. (The exact time, town or state in doubt.) The advertiser has something of importance to disclose to him if he can be found. Address all communications to "S.B.S.," care Printers' Ink.

IWANT A YOUNG MAN, 24 to 28, of good address, demonstrated ability, to write logical, forceful, business getting letters and capacity for handling details and other people; salary to begin \$20 to \$30 weekly, but \$5,000 yearly awaits man who proves his ability to earn it; this is exceptional opportunity for young man of ambition, integrity and REAL ABILITY; applicants must give age, experience and general qualifications. Apply by mail, CHARLES AUSTIN BATES, 320 Fifth Avenue, New York.

WE need a man who knows seeds and plants in a practical way and who can write of them in good English. Ability to express himself in few words, easily understood, absolutely essential. Daily newspaper training almost indispensable. Good habits and capacity for hard work necessary. Working knowledge of seed, nursery or florist trade, experience in an advertising agency, and familiarity with type and other print-shop accessories highly desirable. If there is such a man open to engagement, we can offer him the opportunity of a lifetime. Inquiries invited from persons who possess one or more of the stated qualifications.

The McFarland Publicity Service

Specialists in Horticultural Advertising

HARRISBURG, PA.

WANTED

A Plan to Increase Business

\$100.00 in prizes will be paid for the best suggestions, I to be the judge of their merits. Money to be deposited in the hands of Editor of PRINTERS' INK. Those interested can apply for particulars to PRINTERS' INK, which will be promptly mailed on request. First prize \$60.00, 2d prize \$30.00, 3d prize \$10.00. "U. H.," care PRINTERS' INK.

WANTED—Technical Writer by a large electrical manufacturing company, to prepare copy for a general line of publications. Should be able to write in semi-popular vein, and present matters attractively to consumers, and should have good taste in display and typographical effects. Moderate amount of electrical knowledge essential; the more the better. Liberal salary to the right man. Give full particulars and state salary desired. Address "J. B. C." care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$25,000 place, another \$5,000, and any number earn \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 768 Metropolitan Annex, N. Y.

Advertising Woman Wanted

For large and important retail houses—not department stores or dry goods. To handle newspaper advertising and fine booklet work. Should have attractive personality; aged 25 to 30 yrs. A very refined and desirable position. Reply to P. O. Box 266, Philadelphia, Pa.

MERCHANTS AGAINST DIREC- TORY ADS.

The merchants of Fond Du Lac, Wis., have sent a resolution to the Wisconsin Telephone Company requesting that directories be furnished without advertising matter. The Wisconsin Telephone Company is the Bell interest, and has standardized its directories, publishing them in Milwaukee. Its solicitors sell advertising space in all directories, basing the rate on the issues of each month as proven by the printer. General advertisers are sold space on colored pages bound in the back of the directory proper, with a thumb index for ready reference. Head and foot lines are sold to the local advertisers, and it is due to the demand on the local advertisers that the action mentioned above was taken.

If the telephone company does not comply with the resolution the matter will be taken up with the Wisconsin State Rate Commission, and the business men will ask telephone subscribers to refuse to accept the directories.

Efforts are being made to have the South Dakota legislature appropriate \$50,000 to advertise the state.

The Gettysburg *Times* and Adams County *News* has just moved into a new building.

Is there an Advertising Man who wants a job?

Then why doesn't he show his belief in advertising by advertising in **PRINTERS' INK** for the job he wants.

The advertising managers for many of the largest advertisers in the country first got in touch with their present employers through **PRINTERS' INK**.

You might get the very job your ambition covets by means of a classified ad placed in **PRINTERS' INK** where it will come before the eyes of those who are looking for just such a man as you.

The right kind of an ad generally proves fruitful. The charge is only 20c. a line per insertion. Send your copy before next Thursday for the following week's issue.

Printers' Ink Publishing Company
12 West 31st Street, New York

A TESTIMONIAL DINNER TO BILLSON.

The Six Point League tendered a testimonial dinner to Mr. Charles J. Billson, the well-known special representative who is retiring from the special agency field, at the Waldorf-Astoria, February 6th.

During the evening Mr. Billson was presented with a beautiful scarf pin with the compliments of the League.

Among those present were:

H. C. Miholland, business manager of the Pittsburgh *Press*; Mr. Charles Peck, business manager of the Newark *Star*; A. H. Drake, of the Wyckoff Advertising Co.; Chas. T. Johnstone, of the Wyckoff Advertising Co., Buffalo; F. M. Lawrence, of the George Batten Co.; C. I. Putnam, of the C. E. Sherin Co.; Alexander G. Lazarus, J. C. Dayton, Wm. Collender, Wm. H. Smith, S. C. Williams, I. J. Benjamin, Dan A. Carroll, Charles Seested, F. St. John Richards, James F. Antisdel, Frank Alcorn, Robert Tomes, R. R. Mulligan, J. P. McKinney, W. H. Lawrence, Frank Duffy, T. B. Eiker, A. Frank Richardson, S. W. DuBois, I. A. Klein, D. J. Randall, Fred P. Motz, Herman Halstead and Charles Nobbe, of the Eastern Advertisers Co.

The Curtis-Newhall Co., Los Angeles, has begun the publication of an advertising house organ called *World Wide Publicity*.

Business Going Out

A campaign in about thirty cities has been started by W. F. Hamblin & Co., New York, for Johnson's Foot Soap. Up to the present time only New York city papers have been used.

The J. B. Hertzell Co., Philadelphia, is offering 1,000 inches, to be used in a year, copy to run twice a week.

Copy for the Nemo Corset is being sent out for the spring campaign by the J. W. Morgan Advertising Agency, of New York.

Foster Debevoise, New York, is making up a list of about 100 mail order papers for the Esrich Mfg. Co., New York. Copy will be run during March and April.

Roberts MacAvinche, Dayton, O., who has established an agency in that city, is still handling the account of the Haynor Distilling Co. Renewal contracts are being sent out under his name.

The J. Walter Thompson Agency, New York, is sending out renewals for the Ricord business.

The Namrod Agency, New York, is placing 3,000 lines with Pacific Coast papers for James Buchanan.

Dr. Leonhardt is using 5,000 lines in Southwestern papers through the Wyckoff Agency, of Buffalo.

The R. A. Foley Advertising Agency, Philadelphia, is placing 5,000 lines, in magazines only, for the Peruvian Gold Mining Co.

N. W. Ayer & Son, Philadelphia, are offering 12 inches, twice a week, for a women's toilet preparation.

Roberts MacAvinche, Dayton, O., is offering 1,000 inches for the Wolff Bros., of Cleveland, O., on the condition that 500-line free readers will be run.

Both the Southern Cotton Oil Co. and their agents deny that there has been a change in placing business, as was stated in last week's PRINTERS' INK.

The Castoria people are offering contracts to a number of papers formerly on their list, and to many never before used.

Albert Frank & Co., New York, are placing 1 inch e. o. d. yearly orders with Southern newspapers for Castorlax. This is castor oil in a powder form, which its manufacturers claim is something absolutely new.

The advertising of the New York Central Realty Co., which has been confined to magazines, will be started in the newspapers of about sixty cities, where that company has agents. W. F. Hamblin & Co., New York, handle the business.

W. B. Jones, Binghamton, N. Y., is extending the "Sargo" list in the South.

One thousand inch contracts, to be used in a year, are going out from the L. C. Bartlett Service, of Rochester, N. Y., for the Askin Marine Co. Business will be placed where this company has agents.

The Bates Advertising Agency, New York, is placing one-time readers in metropolitan dailies for the Electric Storage Battery Co., of Philadelphia.

The Frank Presbrey Co., New York, is using space in Pacific Coast papers to advertise the Sivarona Cigar, a product of the Cayey-Caguas Tobacco Co.

The Horn-Baker Agency, Kansas City, Mo., is placing 2,000 lines for the True-Sight Specialist.

One-thousand inch contracts for B. C. Metzger, 4-6 South 14th St., Richmond, Va., have been forwarded the Southern dailies this week by the Guy W. Eskridge Co., Richmond.

The first contracts, schedules and copy have been sent the principal agricultural publications in the South and Southwest for the King Weeder Company, Inc., Richmond, Va. Second list will be made up within the next two weeks.

Seventy line seed copy for the S. T. Beveridge Company, Inc., 1217-1219 East Cary St., Richmond, Va., is going forward to the Southern agricultural publications for three months' insertions.

One hundred and forty line copy for the Stock Food proposition of the same concern is now being prepared, and contracts will go forward within the next two weeks.

First list and copy for Southern dailies and weeklies for the advertising of the M. E. Knight Company, 1335 Hull St., Manchester, Va., is now being made up.

PHILADELPHIA NOTES.

Large copy for the Dr. Riegel Hygienic and Sanitary Treatment Co., Inc., is going to newspapers from the Richard A. Foley Agency.

Gately & Hurley, of Camden, N. J., are asking for rates from Pennsylvania and New Jersey papers.

Contracts with newspapers for the advertising of Massey & Co., Whiskey Dealers, are being made by the A. S. Benjamin Agency.

Classified orders for Franklin Institute advertising are coming to newspapers in this territory from the J. L. Keenan Agency, of Rochester, N. Y.

The North American has inaugurated a voting contest for Schools of Music to which 18 pianos, worth \$7,000, will be given as prizes.

Additional orders for Bernstein Metal Bed Advertising are going to newspapers and magazines from the Arnold & Dyer Agency.

BOSTON NOTES.

The Geo. G. McLaughlin Mfg. Co., South Boston, is asking for rates on farm papers. Fifteen-inch copy is being used and one and two months' insertions are given.

H. W. DeForest, 12 Faneuil Hall Square, is asking for rates on New England dailies on the advertising of Union Blend Tea. Small-sized space is to be used. The orders will go out through Wood, Putnam & Wood.

The advertising of the Arnold Shoe Co., North Abington, Mass., is now in the hands of the Frank Presbrey Agency. A few of the leading magazines will receive the business.

The financial advertising of Warner, Tucker & Co. is being sent out to leading New England dailies by the Boston News Bureau. Contracts are made for six inches one time a week for one year, financial page. This agency is asking for rates on the advertising of the Cunard Steamship Co., and contracts will be placed within a short time.

Contracts are going out to a list of general publications for the spring advertising of Packard & Field, Brockton, Mass., manufacturers of the Korrect Shape Shoe. The business is placed by A. W. Ellis Agency, 10 High street. Newspapers are used in local territory in connection with the dealer's advertising.

The advertising of Whittalls, manufacturers of carpets, Worcester, Mass., has been secured by W. L. Weeden, of Wood, Putnam & Wood. A list of general publications covering the year's advertising will be made up within a short time.

The J. Walter Thompson Co.'s Boston office has secured an appropriation for the season's advertising of the O'Sullivan Rubber Co. An extensive campaign will be conducted in a list of special publications.

This year some weekly and monthly

publications will be used by the Walter M. Lowney Co., manufacturers of Lowney's Cocoa and Chocolate, in addition to the daily advertising. Contracts are being placed by the Walter C. Lewis Agency, Equitable Building.

Mr. S. A. Conover, manager of Boston office of N. W. Ayer & Son, has completed a list of publications for the advertising of the Winslow Skate Co., Worcester, Mass. This office is also handling the appropriation of E. W. Hodgson, Dover, Mass., makers of portable houses and portable garages.

A large list of agricultural mediums will receive contracts for the advertising of the Vermont Farm Machine Co., Bellows Falls, Vt. This account is handled by the Charles Advertising Agency, of New York.

Newspapers in the East will be favored with contracts on the advertising of Dr. Greene's Nervura within a few weeks. The account is in the hands of the P. F. O'Keefe Agency, Carney Building.

Some additional papers are being added to the list used by the X-Zalia Co. by the C. Brewer Smith Agency. This agency is also placing some display advertising for Lung Kuro with daily newspapers.

Some seasonable advertising is being done by the Boston Sculpture Co. for their bust of Lincoln. The account is placed by the Walton Advertising & Printing Co.

The advertising of the Howard Publishing Co., Rochester, N. H., is now being handled by Wood, Putnam & Wood. Contracts are going to a few literary publications.

Leading magazines are being favored with contracts for Manning, Bowman & Co., exploiting their percolator. This advertising is placed through N. W. Ayer & Son.

Suburban papers are receiving contracts from the F. P. Shumway Agency for the advertising of Holmes, Luce & Co., furniture dealers.

Mr. Chas. H. Parr, Tremont Temple, is now representing the *North American Review* in New England.

Agricultural papers are receiving requests for rates on large copy from the Geo. C. McLaughlin Mfg. Co., 812 E. 6th St., So. Boston. This firm is planning to advertise stationary, portable and marine engines.

The list for the spring advertising of Packard & Field, Korrect Shape Shoe, is being made up by Ellis & Dowst. Contracts will go out from this agency within a few weeks.

Some exchange advertising of the American House will be placed shortly in New England dailies. The business is handled by Mr. H. H. Luther, American House, Boston.

WILL YOU SEND US
25 CENTS
FOR A THREE MONTHS'
TRIAL SUBSCRIPTION TO

The
BOOK-KEEPER

So that we may convince you that this magazine is worth more than ten times its price to you.

This is not an exaggerated statement, but a plain spoken fact.

The Book-Keeper is better, bigger and brighter editorially than it has ever been and all we ask is that you read the next three issues and be convinced that The Book-Keeper is a magazine necessity.

Special Contributions by

ERNEST CAWCROFT . . . "The Panama Railroad"

J. OLIVER CURWOOD

"Business Opportunities in Canada"

Also articles by Frank Fayant, Edward Blomeyer and many other well-known writers.

All this excellent reading matter, in addition to clever business stories and fiction, both humorous and serious, and accounts and minute descriptions of the latest, most practical and up-to-date business methods and systems.

Is not all this worth the small expenditure of 25 cents.

Send in your remittance now and secure as a start our handsome New Year's number.

25 cents Three Months.

THE BOOK-KEEPER

73 West Fort Street

Detroit, Mich.



Not "Mere Publications"

Other magazine publishers do not claim that their magazines reach families through any great number of merchants who handle Advertised Goods.

We **do** make this claim.

We make this claim because it can be substantiated with the names of over 17,000 leading dry-goods, department and general store merchants who handle **only** the Butterick Publishing Co.'s Patterns and Fashion Magazines (no others).

Selling Butterick Magazines nets these merchants a profit and helps them to sell patterns, which help to sell dress goods and—all these sales (of magazines, patterns and dress materials) help to sell **other goods** in these same stores—goods that are advertised in the Butterick Magazines.

Therefore, in their relations to the sale of Advertised Goods, Butterick Magazines have more influence than of "mere publications."

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers